WELCOME to the BloomNet **Florist Quality Care Program**, the industry benchmark of excellence for fulfilling floral orders and building customer relationships.

The Program has been developed with extensive input from Florists all over the country and through the expertise of our **Florist Quality Care Board**. The Board is comprised of a highly knowledgeable, passionate and dedicated group of Professional Retail Florists representing more than 200 years of industry experience and background.

As part of our commitment to best-in-class quality and the growth of your business, BloomNet has established common standards and guidelines to be shared, monitored and reviewed throughout the BloomNet Florist Community. Our goal is to build confidence, trust and communication between BloomNet Florists and ensure 100% customer satisfaction for all Florist-to-Florist transactions.

The **Florist Quality Care Program** strives to raise the customer experience to an entirely new level, enhancing opportunities for all BloomNet Florists. By supporting and adhering to the comprehensive standards of the Program, BloomNet Florists will differentiate their business from other floral retailers, underscoring an assurance to your customers that they can depend on you for the very best products and personal service. What's more, you can be confident knowing that every outgoing and incoming floral order will be treated with the utmost care and attention to detail – generating increased customer loyalty, repeat business and greater profit potential.

OUR MISSION

To **promote**, **encourage** and **facilitate** a sharing of innovative ideas and best practices among Professional Retail Florists to ensure the finest products, the most responsive florist-to-florist order transmissions, and unparalleled support services.

Included in this manual is comprehensive information about the BloomNet **Florist Quality Care Program** and the many benefits it offers. I urge you to review the entire manual and refer to it often. By making quality a focal point of everything we do in our business and all you do in yours, I'm certain we will all prosper and thrive for many years to come!

Mark Nance, AAF
President, BloomNet
email - mnance@bloomnet.net
phone - (516) 237-7875

bloomnet
World-Class Florists Worldwide Delivery

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QUALITY PROGRAM OVERVIEW

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QUALITY CARE BOARD/
RECOGNIZING ACHIEVEMENT

STANDARDS & GUIDELINES /
CODE OF ETHICS

GOALS & **OBJECTIVES** / BENEFITS & **OBLIGATIONS**

GOALS & **OBJECTIVES**

The **BloomNet Florist Quality Care Program** is a comprehensive initiative developed by Florists for Florists to consistently deliver the finest products and services.

The Program is monitored by Florists and its objective is to identify and uphold exceptional quality business practices throughout the BloomNet Network. The goal of the program is to build confidence and trust among all BloomNet Florists as well as their customers while promoting and sustaining common quality standards and maintaining a best-in-class Florist Network that is unmatched in the industry.

The Program promotes the accurate and timely sending of floral orders between BloomNet Florists, with each Florist adhering to BloomNet's standards and guidelines for all Florist-to-Florist transactions, and assuring 100% customer satisfaction.

The **BloomNet Florist Quality Care Board** has developed the key principles of maintaining quality standards and adhering to the guidelines governing the process of handling inbound and outbound floral orders. Among the responsibilities of the Board is to help oversee the Program, offer advice, and monitor standards and performance criteria to assure that the highest level of quality is maintained within the entire BloomNet Network.

The BLOOMNET FLORIST QUALITY CARE PROGRAM will offer guidance and monitor Florist compliance in the following key areas:

- Maintain an attractive and professional shop appearance.
- Maintain adequate refrigeration for fresh floral inventory.
- Use only high quality fresh flowers in all orders.
- Employ well trained and skilled design and sales personnel.
- Maintain adequate same day delivery capability.
- Fill all incoming orders to full value.
- Communicate with fellow Florists in a timely manner.
- Assure complete customer satisfaction on all orders.
- Adhere to all BloomNet Directory listings.
- Adhere to codified minimums as listed in the BloomNet Directory.
- Maintain accurate records on all orders.
- Communicate information about all substitutions to sending Florists.
- Exhibit a professional and positive attitude when working with other Network Florists.
- Agree to follow the Code of Ethics. (Page 15)

(These guidelines and recommendations are reviewed in more detail in the Standards and Guidelines tab of your Handbook)

GOALS & **OBJECTIVES** (CONT)

All BloomNet Florists are required to meet the BloomNet Standards & Guidelines to join and maintain membership with BloomNet.

We believe that adherence to the BloomNet Standards & Guidelines will strengthen the Network and build a strong Florist community, increasing the level of cooperation among BloomNet Florists.

The foundation of the **BloomNet Florist Quality Care Program** is built on each individual Florist's ability to provide the freshest floral product in all orders, expertly designed and delivered on time as requested by customers.

To help build community, BloomNet Florists and their staffs will be recognized on an ongoing basis and their quality achievements will be promoted within the industry and to their local customers.

The **BloomNet Florist Quality Care Program** will continue to evolve with new features and benefits added from input by the Board and BloomNet Florists.

Adherence to the Standards & Guidelines of the Program will provide a distinct advantage for BloomNet Florists when competing with all other floral providers.

BENEFITS & OBLIGATIONS

Delivering **Many Advantages** Throughout the BloomNet Professional Florists Network

BENEFITS OF THE PROGRAM

- Promotes strong business relationships with fellow BloomNet Florists and our mutual customers.
- Promotes a team environment with the objective of seeking improvements in all quality related matters.
- Guarantees payment reconciliation between BloomNet Florists.
- Offers field and home office support services for BloomNet Florists.
- Provides a proprietary communication system that allows BloomNet Florists to communicate with each other on Florist-to-Florist transactions.
- Provides BloomNet Florists with the ability to send floral and gift orders to almost any place in the world with a guarantee of quality and on-time delivery.
- Provides access to the floral industry's first Digital Directory.
- Encourages the exchange of ideas between BloomNet Florists.
- Promotes BloomNet in a wide range of industry communications and events.
- Makes available educational curriculums, workshops and seminars through the Floriology® Institute.
- Offers for purchase unique products at competitive prices by visiting www.BloomNet.net.
- Offers the continuous support of an organization that embraces Florist ideas in all matters concerning their business.

BENEFITS & **OBLIGATIONS** (CONT)

OBLIGATIONS OF THE PROGRAM

- Support and adhere to the BloomNet Standards & Guidelines.
- Maintain normal daily business hours in support of common retail industry standards of 9am-5pm in local time zones.
- Maintain the highest standards for quality, service, shop appearance and business operations.
- Support fellow BloomNet Florists by sending orders through BloomNet.
- Accept and fill all properly transmitted BloomNet Florist-to-Florist orders, giving full value and providing top quality product and service, while communicating with the sending Florist on any issues.
- Pay all BloomNet Clearinghouse Account balances on or before the due date.
- Maintain accurate Directory listings in the BloomNet Directory.
- Report to BloomNet any change in the ownership of your business in a timely manner.
- Keep BloomNet up-to-date on all matters pertaining to their affiliation with the Network.
- Adhere to a common Code of Ethics in dealing with fellow BloomNet Florists and customers.

"Build customer relationships first, do business second. BloomNet stands behind those words and that's why we stand behind BloomNet."

~ Bob Tucker and Bill Bobulinksi, owners of Miss Daisy's Flowers & Gifts, Leesburg, Florida

FLORIST **QUALITY CARE BOARD**

Two Centuries of Experience, One Focus: TOTAL QUALITY

The Florist Quality Care Board is comprised of a small group of the finest Professional Retail Florists. These highly successful Florists bring over 200 years of industry experience.

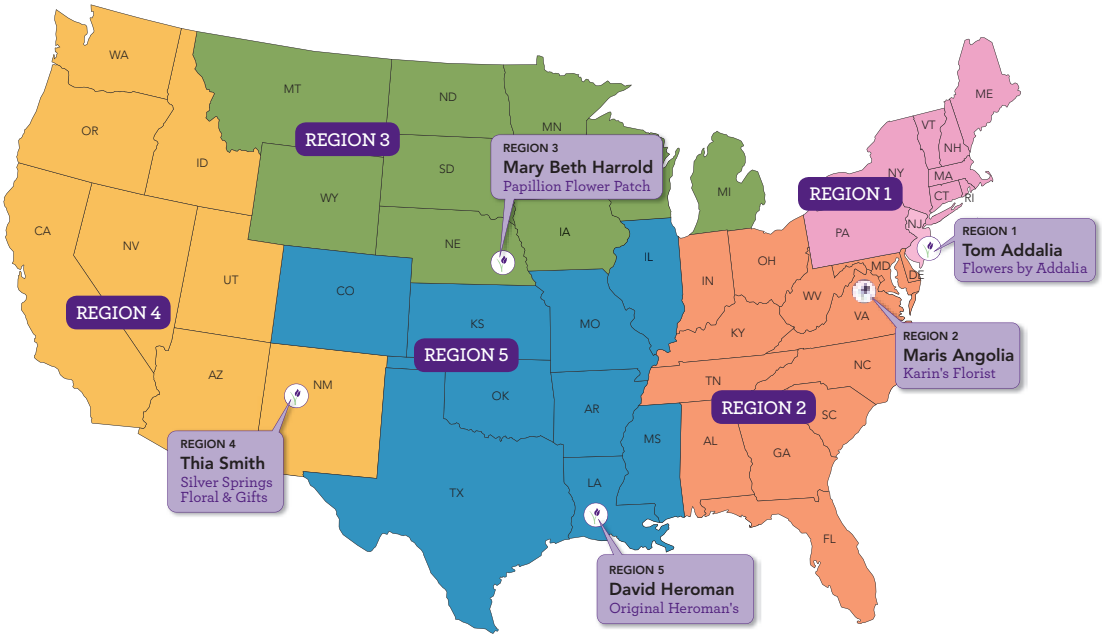
Members of our **Florist Quality Care Board** have served a pivotal role in helping BloomNet initiate the industry's first quality program built by Florists, for Florists.

We encourage all BloomNet Florists to actively participate in the **Florist Quality Care Program** and serve on the Board.

The Board is committed to continuing education and this manual contains a resource section that provides educational materials and professional contacts to assist BloomNet Florists in their overall business operations.

The **Florist Quality Care Board's** contact information and the geographic regions they represent is shown below.

Florist Quality Care Board 2012 - 2013



FLORIST QUALITY CARE BOARD

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FLOWERS BY ADDALIA
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Toms River, NJ 08755
(732) 240-9030
tom.addalia@gmail.com

THIA SMITH

(Region 4)
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MARIS ANGOLIA

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DAVID HEROMAN

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ORIGINAL HEROMAN'S
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MARY BETH HARROLD

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Papillion, NE 68133
(402) 331-9136
flowers@pfp.omhcoxmail.com

QUALITY **CARE BOARD** /
RECOGNIZING **ACHIEVEMENT**

RECOGNIZING **ACHIEVEMENT**

Recognizing BloomNet Florists' **Commitment to Superior Quality**

To highlight the quality achievements of BloomNet Florists and their staffs, BloomNet will work with the Florist Quality Care Board to honor deserving BloomNet Florists with an ***Award of Quality Achievement***. BloomNet Florists who receive this prestigious award will be selected from every region and state in the U.S. and will receive recognition for their commitment to maintaining the highest quality standards.

All BloomNet Florists are eligible to be nominated for an ***Award of Quality Achievement***. The Final award winners are chosen from a list of nominees by the Florist Quality Care Board.

The ***Award of Quality Achievement*** will be presented semi-annually to those shops selected. Any BloomNet Florist may nominate another BloomNet Florist for the award. The process for nomination will be communicated to all BloomNet Florists and their staffs so they can actively participate in recognizing dedicated BloomNet Florists across the country.

bloomnet World-Class Florists Worldwide Delivery

floriology INSTITUTE

Make arrangements to grow your business

Enroll at the Floriology Institute and **create new opportunities** for success. **Learn the latest** and most innovative design techniques. Increase networking possibilities. **Build confidence,** make new friends. And much more!

" I really enjoyed the course. I learned a lot of techniques that I do not use every day and learned how to apply the different techniques more efficiently in my arrangement."

- RAVIN WILLIS
BOULEVARD EAST FLOWERS & GIFTS, NEW JERSEY

- Premier, industry accredited floral education center.
- Expand artistic design skills, stay on top of the most recent trends, enhance best business practices.
- Wide range of courses and forums to support any schedule and budget.
- Pathway to state and national certification including AIFD.
- VIP access to Napco Showroom, new product previews and discounts.

Education is the key to our success

2012 SCHEDULE OF EVENTS - JACKSONVILLE, FL

Date	Course Name
1/21	Fresh Forum®
1/23-1/25	3-Day Advanced Wedding
1/26-1/27	2-Day Party & Events
3/19-3/21	3-Day Contemporary/ High-Style/European Design
4/18-4/20	3-Day Advanced Sympathy
6/11-6/15	5-Day Basic Principles & Elements of Design
7/30-8/1	3-Day Advanced Wedding
8/2-8/3	2-Day Party & Events

Scan this code with your smartphone to register today.

For More Information about the Floriology Institute, contact us at
www.mybloomnet.net/floriologyinstitute.html Or call 1-800-BloomNet (1-800-256-6663)

STANDARDS & **GUIDELINES** / CODE OF **ETHICS**

STANDARDS & **GUIDELINES**

Membership **Standards**

The Membership Standards governing the **BloomNet Florist Quality Care Program** define acceptable requirements in shop appearance, customer service capabilities and professional attitude. All BloomNet Florists will be required to remain in compliance with the basic requirements of the Membership Standards.

BloomNet Florists will be inspected periodically with regard to compliance. From time to time, BloomNet Market Area Consultants will visit BloomNet Florists' shops to evaluate and report any failure to maintain these standards. These reports will be reviewed with the shop owners and the owners will be encouraged to resolve any issues in order to maintain membership with BloomNet.

BloomNet Florists may be randomly tested by a "mystery shopper" to evaluate sending and fulfillment in accordance with **BloomNet Florist Quality Care Program** Membership Standards. All BloomNet Florists who are tested will receive detailed test results for review. These tests provide assurance to the consumer and BloomNet Florists that their orders are being handled with the utmost care – resulting in complete customer satisfaction and building confidence within the BloomNet Florist community.

The following pages detail the Quality Criteria and Code of Ethics.

Quality Criteria Review

MAINTAIN AN ATTRACTIVE AND PROFESSIONAL SHOP APPEARANCE

- Maintain a clean and attractive exterior.
- Maintain attractive and professional shop signage.
- Maintain a clean and attractive sales area.

MAINTAIN ADEQUATE REFRIGERATION FOR FRESH FLORAL INVENTORY

- Maintain clean and attractive display refrigeration.
- Maintain adequate storage refrigeration with a capacity to handle daily volume and a mix of varieties and staples of fresh flowers.

USE ONLY THE HIGHEST QUALITY FRESH FLOWERS IN ALL ORDERS

- Flower quality and freshness are among the most critical components in assuring customer satisfaction.
- Use only the highest quality and freshest cut flowers in fulfilling incoming orders.

EMPLOY WELL TRAINED AND SKILLED DESIGN AND SALES PERSONNEL

- Employ qualified designers and experienced sales professionals.
- Train staff to handle both outgoing and incoming wire orders.
- Provide complete and accurate order information on all outgoing orders.
- Work effectively and professionally with fellow BloomNet Florists on any order related issues.

MAINTAIN ADEQUATE SAME-DAY DELIVERY CAPABILITY

- Maintain sufficient delivery vehicles and driver staffing to manage orders requiring same-day delivery.
- Honor your shop's BloomNet Directory listings for delivery minimums and charges. If no delivery fee is listed, it is assumed that the minimum codification contains a built-in delivery fee and that this is acceptable to the filling florist.
- Ensure delivery personnel maintain a professional appearance.
- Honor a same-day delivery cut-off time of 2:00 PM in all listings.
- Communicate to the sending Florist any order related issues that might impede a successful delivery.
- Delivery is not considered complete until the recipient actually receives the order.
- Confirm deliveries through the Delivery confirmation process (see page 23).

Quality Criteria Review

FILL ALL INCOMING ORDERS TO FULL VALUE

- All incoming orders should be filled 100% to value, minus your delivery charge.
- Communicate with fellow BloomNet Florists any issue regarding delivery charges.

COMMUNICATE WITH FELLOW FLORISTS IN A TIMELY MANNER

- Take the time to work with other BloomNet Florists to answer any questions, review the products ordered, advise of any substitutions, and resolve any other issues that may impact an order on both the sending and receiving ends.
- Given the advantages retail Florists possess with the ability to offer same-day delivery nationwide, this capability also results in a very narrow window of time for any order revisions and requests. The accuracy of all order information is paramount to a successful same-day delivery and satisfactory customer experience.

ASSURE COMPLETE CUSTOMER SATISFACTION ON ALL ORDERS

- It is the responsibility of both the sending and fulfilling BloomNet Florist to work together to solve any customer issues relating to sending and fulfillment of orders. BloomNet can only act as a mediator in these matters.

ADHERE TO ALL BLOOMNET DIRECTORY LISTINGS

- If you elect to list and service a city or town in the BloomNet Directory, you are obligated to accept BloomNet Florists' orders up to the cut-off time of 2:00 PM for same-day deliveries. Be sure to frequently review your Directory listings with staff.
- If order issues arise from Directory listings, work with the sending Florist to resolve. Failure to adhere to BloomNet Directory listings can damage other Florists' ability to service customers. Compliance in this area is extremely critical and will be monitored as we develop Florist-to-Florist metrics.
- BloomNet Directory listings can be updated at any time. Print deadlines are published in the BloomNet Directory. The BloomNet Online Directory can reflect any listing or codification changes within 5-7 business days after submission by the Florist.

Quality Criteria Review

MAINTAIN ACCURATE RECORDS ON ALL ORDERS

- Maintain sequence numbers on all incoming orders. This will reduce the chance of missing an order transmission should a problem arise with the shop's BloomLink system.
- Accurate order records will assist each BloomNet Florist in the event they need to communicate with each other regarding a specific order.

COMMUNICATE ON ALL SUBSTITUTIONS

- The sending Florist is ultimately responsible for the order, and any substitution by the filling Florist should be communicated to the sending Florist for approval.
- Sending Florists should always advise their customer of the chance that their order could be modified due to availability of product requested.
- All substitutions should follow the Substitution Guidelines (page 27) and the filling Florist should advise the recipient that a substitution was made.

PROFESSIONAL & POSITIVE ATTITUDE

- Act professionally and value the relationships built with BloomNet Florists.
- Share ideas and offer assistance to fellow BloomNet Florists.
- Make suggestions and offer ideas to improve BloomNet Florist relationships.

AGREE TO FOLLOW THE CODE OF ETHICS IN ALL BUSINESS DEALINGS

- Regularly review and adhere to the Code of Ethics, listed on page 15 in the BloomNet Florist Quality Care Manual.

STANDARDS & **GUIDELINES**

Code of **Ethics**

- Use only the freshest, finest quality products available.
- Be creative, professional and on-trend in practicing the art of flower arranging.
- Stay informed on the latest developments in floral design, customer service, and floral products and gifts and provide customers with the benefits of that knowledge.
- Give full value in flowers and services.
- Treat all customers with courtesy and respect.
- Strive at all times to serve and satisfy customers and those of our fellow BloomNet Florists.
- Transmit all orders for the full gross dollar amount to the filling BloomNet Florist.
- Resolve any order-related issues to the complete satisfaction of the customer.

Communicate and **work** professionally with fellow BloomNet Florists and transmit and fill all floral orders with the **highest degree of accuracy**.

Floriology is the premier magazine for today's retail Florist!

Our goal is to strengthen and build community within the floral industry by sharing practical insights, innovative approaches and best practices from fellow Florists to form profitable relationships with your customers and recapture the joy of the language of flowers.

DESIGN - explore best practices, cutting edge concepts and best selling signature arrangements

MARKETING - reach customers wherever they are - retail, print, online, social media

TECHNOLOGY - conquer the next frontier in innovation and rejuvenate your retail store operations

PROFITABILITY - leverage the keys of success from the best in the Industry and put them to work for you

INDUSTRY - stay up to date on the latest news and events from around the globe

COMMUNITY - connect, express and share ideas and insights with fellow Florists

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Submit your ideas and image to be included in an upcoming issue of Floriology®!

E-mail us at floriology@bloomnet.net or mail us your ideas to BloomNet Publications, One Old Country Road, Suite 500, Carle Place, NY 11514

We look forward to hearing from you!

BEST PRACTICES

BEST PRACTICES: SENDING & RECEIVING ORDERS

SUBSTITUTION

QUALITY TESTING

BEST PRACTICES: **SENDING** & RECEIVING **ORDERS**

Best **Practices**

Optimizing the Handling of Orders Between BloomNet Florists

The sending BloomNet Florist is ultimately responsible for the entire customer experience, from the satisfaction of the recipient to the experience of the sending customer. The gathering of all the pertinent order information is the first and most critical step in assuring that both the sending and filling BloomNet Florists are able to maintain quality and an exceptional customer experience.

Sending Orders

Gathering Order Information

- Incomplete or incorrect addresses are one of the most common problems encountered by filling Florists. Extra care should be taken at the point-of-sale to assure the accuracy of all information.
- Many of today's shops have several methods for transmitting orders. Pay special attention to gathering the right information when transmitting orders over third party systems or through traditional systems (phone and fax).
- Be sure to display the most updated BloomNet Floral Selection Guides in the sales area and always reference product numbers.
- When processing orders for codified or branded products, be sure to advise the customer at the point-of-sale of possible substitution, including both floral varieties and hard goods.
- In support of the above, advise the customer at the point-of-sale that BloomNet Florists will make substitutions to achieve the best possible representation of what was originally ordered, using like floral varieties and similar colors and design themes.

How to Send An Order

Select the destination; United States, Canada or International. If international is chosen, select a country from the drop-down box. If the country you are looking for is not listed, please call 1-800-BloomNet (1-800-256-6663) for assistance. Select "standard BloomLink" for dialup users and enter the delivery date and click Continue.

This will take you to the "Send an Order" screen. The delivery date will be pre-populated and you will need to enter in recipient zip code and click Select Florist

This will bring up a list of florists that are available for delivery in the selected zip code.

Key Information to Include in a Properly-Transmitted Order

1. Sending Florist's shop name and code number
2. Recipient's name and address
3. Recipient's phone number (if at all possible)
4. Delivery date
5. First choice of floral item
6. Alternate or second choice, if available (highly recommended on all orders)
7. The full gross value of the arrangement, including the delivery charge
8. Card message
9. Special instructions
10. Name of person transmitting order (whenever possible)

BloomNet Orders are 100% Guaranteed!*

If you receive an order by phone from a fellow BloomNet Florist, and you report the order your payment is 100% guaranteed!

As we continue to build BloomNet with the addition of many dedicated Professional Florists, we are proud to report the incredible growth we have seen in florist-to-florist sending. In fact, thousands of high-quality Florists have already turned to BloomNet as their wire service of choice. Most of you have already begun to see more florist-to-florist business and many of those orders may be called into your shop over the phone from your fellow BloomNet partners. The payment on all successfully delivered orders is guaranteed* by BloomNet regardless of how that order was received.

Please treat ALL incoming orders as if they were your own, each order represents an expression of sentiment that a customer has entrusted us to convey.

How to Send Phone or Fax Orders

Sending a BloomNet Order is as Easy as 1–2–3…

1) Look in your current BloomNet Directory to find a florist in the recipient's city.
   - Find a florist that meets your customer's needs. If they are sending a codified order make sure to find a shop that is codified with one of the easy to read symbols.
   - Communicate (Call or Fax) the recipient's information from your customer to the receiving florist.

2) Make sure to get the following information from your customer to relay to your selected florist:
   - Recipient's Name
   - Street Address (including apartment or office)
   - Zip Code
   - Phone Number
   - Bouquet name, description or Selection Guide Number
   - Price (Total Amount including delivery)
   - An alternate choice
   - Card Message (occasion)
   - Delivery Date and Time
   - Any Special Instructions

3) It is the receiving florists' responsibility to fill out the Report of Incoming Order Form and send to:
   BloomNet Directory Department
   One Old Country Road, Suite 500, Carle Place, NY 11514
   or Fax to: 866-366-3216

Same-Day Delivery

- Make every effort to assure that the filling BloomNet Florist receives the order before the same-day delivery cut-off time, by sending the order as quickly as possible after completing the sale.
- Make sure to view same-day delivery cut-off times listed in the BloomNet guidelines, as it is the responsibility of the sending BloomNet Florist to make themselves aware of the cut-off times for same-day orders for fellow BloomNet Florists.

Transmitting – Order Value

- All outgoing orders must be transmitted to the filling BloomNet Florist for the full amount paid by the customer, including any extra fees collected for delivery. Any service or relay fees charged on an outgoing order belong to the sending Florist.

Receiving Florist BloomNet Member #

Report of Incoming Orders Form

Submit orders through BloomLink to ensure timely payment.
See below for instructions.

Report for Week Ending: _____

Receiving Florist Shop Phone #: _____

Shop Name: _____

Florist Address: _____

Report only incoming floral orders on this form.

Indicate Appropriate Codes in Occasion Column
1 - Sympathy 2 - Hospital 3 - Birthday/Anniversary 4 - Business Gift 5 - Holiday 6 - Other

#	Sending Florist BloomNet #	Sending Florist Shop Name	Delivery Date MM/DD/YY	Occasion Code	Recipient's Last Name Up to 10 Letters	Amount of Order Including Delivery
sample	A9990000	Jane's Flower Shop	12/03/05	3	Smith	$64.99
01						
02						
03						
04						
05						
06						
07						
08						
09						
10						
					Total Amount This Page	

To ensure timely payment on orders, they must be submitted through BloomLink.
How to enter orders through Bloomlink:
1. Login to www.bloomlink.net. 2. Click on Utilities on the top right corner.
3. Select Reports. 4. Select Incoming Order Report Form. 5. Complete all available fields.
If you do not have access to a computer, please fax form to 866-366-3216
* All orders submitted for payment 90 days after the delivery date will not be processed.

When To Use The "Report of Incoming Orders" Form

This form is to be followed ONLY for orders you receive from other BLOOMNET FLORISTS over the PHONE or FAX! This NEW form will increase accuracy and improve efficiency of all orders reported!

When Not To Use The "Report of Incoming Orders" Form

This process is NOT TO BE USED for orders you receive over your BloomLink system, from 1-800-FLOWERS.COM directory, or from other BloomNet Florists. Orders received over your BloomLink system from 1-800-FLOWERS.COM or from other BloomNet Florists are automatically reported and will appear on your monthly Clearinghouse Statement.

Step 1

Login to BloomLink at www.bloomlink.net. Click on Utilities on the top right corner of the screen. Click on Reports on the left hand side, and then click on Incoming Order Report Form.

Step 2

Fill out the Shop-to-Shop Order Entry Form.

1) Your Shop Code is automatically entered.

2) Enter the Sending Florist's Shop Code
a. Press tab. If code is correct, Shop Name will automatically show up in the 'Sending Florist Name' field

3) Enter the delivery date in the format provided (MM – DD – YY)

4) Select the Occasion from the drop-down menu.

5) Enter the recipient's last name. *(Please review spelling.)*

6) Enter the total amount of the order, including delivery. *(Please review this dollar amount. If incorrect, it will take an entire billing cycle to correct the amount once BloomNet is notified of the error.)*

7) Enter the City and State where the order is being delivered. Repeat on each row for additional orders. You may click Add Row if you need to add more rows.

8) Click Next to submit. You're done!
The report has been submitted to BloomNet.

Filling Orders

Filling Properly Transmitted Orders

- Filling BloomNet Florists must adhere to the same-day cut-off times for delivery, service area listings, and minimum codifications as listed in the BloomNet Directory, and not reject or refuse a properly transmitted order.
    - Minimum codification includes a delivery charge built into the amount listed in the BloomNet Directory, unless a shop chooses to list the actual delivery charge.
    - Showing the actual delivery charge (designated by a van icon and the delivery amount) indicates you are requesting from the sending BloomNet Florist the codified amount plus the indicated delivery charge.
- The delivery charge that is deducted from an incoming order should be the same amount that a filling BloomNet Florist would charge a local customer for delivery to the same address.
- A filling BloomNet Florist is not obligated to fulfill any order transmitted for less than their minimum codified prices or an order that requires delivery outside of their listed delivery areas.
- A filling BloomNet Florist is not obligated to accept deliveries for an exact time of day (time deliveries), such as "delivery at exactly 3 PM," which is often the result of a consumer request. Should a customer request a timed delivery, it is best to contact the filling Florist and determine if they can indeed meet the request. Effective communication between shops helps both Florists meet customer expectations.
- If there is a need for substitution on an order, try to secure approval from the sending BloomNet Florist, while always following the rules of substitution.

- Incoming wire orders from BloomNet Florists are not considered complete until the order is in the hands of the recipient. In the case of sympathy orders, the order is considered complete when the product is delivered and signed for at the services for the recipient.
- Complete and forward delivery confirmations to the sending BloomNet Florist on all orders delivered and completed. This allows the sending BloomNet Florist to communicate to their customer that the order has been delivered to the recipient.

Important Reminder - Receiving Order

To support the needs of all BloomNet Florists, Florist-to-Florist orders can be sent through the BloomNet Link Network via 3 methods of communiation: (1) BloomLink, (2) Fax, and (3) Telephone.

All BloomNet Florists are expected to receive Florist-to-Florist orders by all 3 methods of communication, as long as the order meets your order minimum and delivery charges specified in the current BloomNet Directory.

Receiving Payment for Telephone or Fax Orders

To receive payment for Telephone or Fax orders fulfilled, you must complete an Incoming Order Form.

To Click: Login in to Bloomlink at www.bloomlink.net

To Fax: Print a copy of the Incoming Order Form, located under the Utilities Tab of BloomLink or make a copy of the form located on page 26 and fax it to 1-866-366-3216

To Mail: BloomNet Florist Services, One Old Country Road, Suite 500, Carle Place, NY 11514

Please Note:

All orders fulfilled via BloomLink do not require an Incoming Order Form. Payment will be automatically applied to your Clearinghouse statement.

How to do a Delivery Confirmation

Click on Deliver Confirm button.

Select the method with which to search for the orders you wish to confirm. The Delivery Date option retrieves the open confirmation records for all of that day's scheduled deliveries, while Order Number and Sequence Number will bring up the record for a single order.

Click in the white rectangle to the left of the SEARCH BUTTON.

Enter the data needed for the search and cick on SEARCH.

Example: To confirm by the Delivery Date option, enter the date in the proper format (07-09-2004) and click the search button. Please note that once the Delivery Date option is selected, the current date defaults in the search box and only needs to be changed if you are searching for a different date.

Enter time: i.e. 01:30 PM. Remember – There must be 2 digits for the hour, 2 digits for the minutes and a space must be between the last digit of the time and AM/PM which must be capitalized.

Enter the name of he person who accepted or signed for the order.

Click Submit

BloomNet Floral Selection Guides
– The Ultimate Retail Selling Tool!

BloomNet Floral Selection Guides are valuable retail selling tools and should always be displayed on the counter or in high foot-traffic areas within the Shop. These comprehensive guides feature single and multi-variety arrangements for seasonal, holiday and everyday occasions. And each Floral Selection Guide contains a convenient price sticker sheet, which allows you to individually price each arrangement according to your Shop's customized pricing guidelines.

Everyday Floral Selection Guide:
Contains more than 320 products including 260 all-new arrangements. Utilize our images for website promotions and email marketing campaigns.

expressions of flowers – essentials:
The newest addition to our lineup of selection guides, featuring an extensive collection of everyday arrangements using the most affordable containers from Napco. See the Bloomlink "Utilities Tab" for recipe details.

expressions of flowers – weddings:
The industry's most extensive compilation of the latest trends in wedding flowers and personalized visions that today's brides are craving.

expressions of flowers – tributes:
The most comprehensive sympathy selection guide in the industry. Helps you showcase the latest trends with over 15 color collections to give you the professional tools to market to funeral directors and customers.

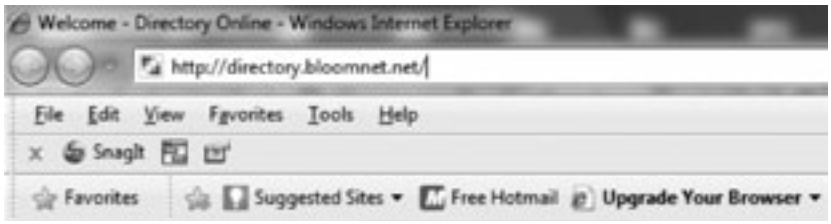
To place your order visit www.BloomNet.net

Introducing the NEW BloomNet Directory Online

Two Easy Ways To Access, One Great Way To Send!

BloomNet Florists now have two easy ways to access the NEW BloomNet Directory Online. You can access the Directory Online through BloomLink as many users do so today, or by visiting http://directory.bloomnet.net/ and completing the two easy steps outlined below.

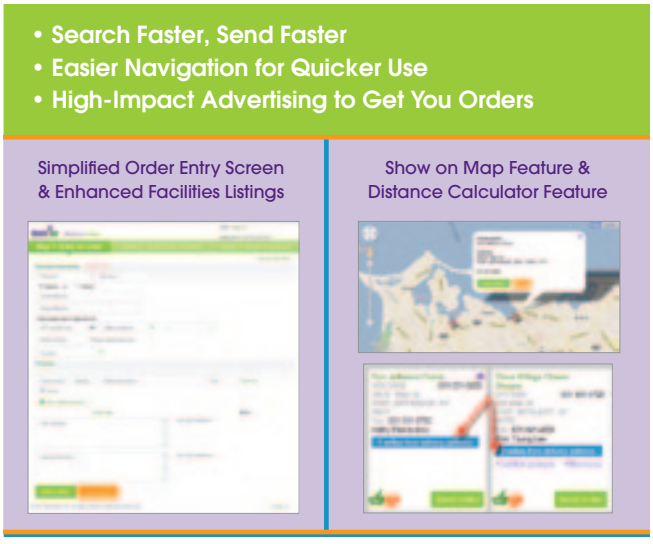
1) Type http://directory.bloomnet.net/ into your browser



2) Make sure to save the URL to your Favorites.

Type in your log-in information and password and you will be able to access the Directory Online without first having to log into Atlas.

New Features Include:



To help answer any questions you may have about the NEW Directory Online, please download the User Manual by visiting www.bloomlink.net and clicking on the Utilities Tab. If you have any further questions, please contact BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663).

BloomNet is Our Wire Service of Choice

Bob Tucker and Bill Bobulinski, owners of Miss Daisy's Flowers & Gifts, Leesburg, FL

The floral industry is all about building relationships. We've worked with the other major competitive wire services, and choose BloomNet as our exclusive wire service provider. Here's why...

Cost Saving

Procurement costs are lower by leveraging Napco, Palletized Glassware, Yankee Candle, Chocolates, Balloons, and Gift Basket programs.

Profitable Fulfillment

No other Wire Service provides detailed order projections, small case packs, or multiple container uses to reduce inventory exposure.

Innovative Marketing Services

Affordable selection guides, professional custom print materials and online advertising through Wedding Wire bring new customers into our shop.

Education, Networking & Industry Support

We continually expand our knowledge and learn from fellow florists by reading Floriology, attending Fresh Forums and courses at the new Floriology Institute.

> "Build customer relationships first, do business second. BloomNet stands behind those words and that's why we stand behind BloomNet"

bloomnet℠
World-Class Florists Worldwide Delivery

BloomNet is a friend to the florist and helps our business thrive!

SUBSTITUTION / QUALITY **TESTING**

SUBSTITUTION / QUALITY **TESTING**

Substitution

- Fresh floral and container substitution is often the source of the most frequent consumer complaints and should be avoided wherever possible. If substitution is unavoidable, the filling BloomNet Florist should immediately contact the sending BloomNet Florist to suggest a second choice.
- The sending BloomNet Florist must approve or reject the substitution, and it is their responsibility to notify their customer.
- Any disputes that arise from order substitution are the responsibility of the sending and filling BloomNet Florists.

Detailed Substitution Guidelines

- Any substitution of flowers should be of equal or greater value.
- The style and color of the original arrangement requested should be maintained.
- When only one type of flower is requested in an arrangement, such as one dozen red roses arranged, no substitution is permitted unless approval is received from the sending BloomNet Florist or their customer.
- Examples of unacceptable substitutions include:
    - Vase arrangement substituted for a centerpiece.
    - Green plants substituted for blooming plants.
    - Containers instead of sprays (funeral/sympathy).
    - Baskets instead of wreaths (funeral/sympathy).
    - Plants for fresh cut flowers.
    - Silk & dried arrangements for fresh arrangements.
- Should a complaint result from an improper substitution, the filling BloomNet Florist should either make a satisfactory replacement or work diligently with the sending BloomNet Florist to satisfy the customer. By resolving any customer disputes between each other, BloomNet Florists protect the integrity of long-distance sending.

Quality Testing

To protect the integrity of the BloomNet Florist Network and their customers, BloomNet will occasionally send test orders to randomly selected BloomNet Florists to assure that consumers are receiving arrangements made to full value and delivered on time. Any test orders will be executed using acceptable processes to assure the most effective and equitable analysis of results.

- Testing is a critical process with three primary goals:
  - **(1)** Assure complete consumer satisfaction and confidence when ordering with BloomNet Florists for out-of-town orders.
  - **(2)** Promote strong business ethics in all transitions and build strong relationships within the BloomNet Network.
  - **(3)** Provide an educational tool for review and use with staff, and to recognize a shop's achievement.

Sending Test Orders

- A test order would track if the gross amount paid for an order plus any separate delivery charge, if collected, was fully transmitted to the filling Florist.

Receiving Test Orders

- A receiving test would result in a check to monitor the following:
  - The order was filled to full value.
  - The product ordered was what was requested by the sending BloomNet Florist.
  - Substitution rules were followed (if applicable) as set forth on page 27.
  - Timely and satisfactory delivery was made.
  - Delivery confirmation was completed.

Quality Testing Results

- The receiving BloomNet Florist will be notified of the test results.
  - If a failure is determined for any of the above listed reasons, a second test will be conducted within 6 months.
- A second failure of a sending or receiving test order audit will result in the BloomNet Florist's membership status being reviewed by the Florist Quality Care Board and BloomNet Florist Services.
  - Repeated unsatisfactory sending tests may result in loss of BloomNet membership.

Training & Support

BloomNet Florists who are tested will have access to all available BloomNet resources for a complete review of the Standards & Guidelines. This includes a site visit from their local BloomNet Market Area Consultant to offer any assistance in understanding the BloomNet Standards & Guidelines, and the opportunity to discuss tests results with a Florist Quality Care Board member. To contact a Florist Quality Care Board Member, see page 8 for a listing of contact information.

FLORIST RESOURCES

DESIGN & BUSINESS EDUCATION

CARE & HANDLING /
MEANING OF FLOWERS

FLORIST REFERENCE MANUAL

CLOSING STATEMENT

DESIGN & BUSINESS **EDUCATION**

DESIGN & BUSINESS **EDUCATION**

Since 1954, when V.L. Smithers revolutionized the floral industry with the creation of water-absorbing foam for florists, Smithers-Oasis has grown into a leading global manufacturer and marketer of floral foam, floral accessory products, cellular growing media, and post-harvest products. Today, OASIS® is the most recognized and trusted brand in the floral industry.

Through distribution partners like BloomNet, florists worldwide can rely on OASIS® branded products to create their designs and grow their businesses. BloomNet is proud to feature Smithers-Oasis products for sale on BloomNet Products (www.bloomnet.net) and collaborate with Smithers-Oasis to bring BloomNet Florists a library of invaluable Care & Handling and Floral Education materials, which are featured on pages 29-50.

Steps for Proper Post Harvest Care

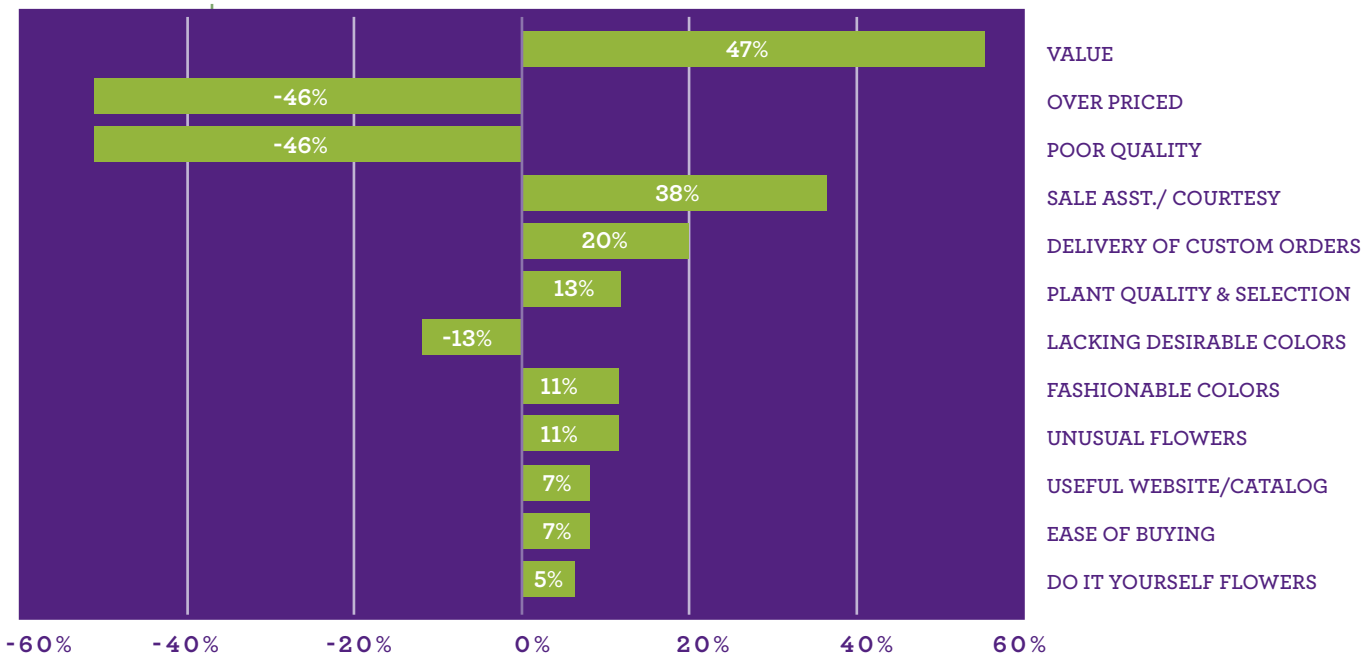
- Inspection and Variety Knowledge
- The 3 Pillars of Cut Flower Care:
    1. Temperature
    2. Time
    3. Sanitation
- Cut Flower Processing & Hydration
- Flower Food
- Floral Foam
- Consumer Education
- Ethylene and Botrytis

Why Is Care & Handling Important?

- Flowers are a perishable commodity.
- Consumer satisfaction equals repeat customers and sales. Customers expect seven days of vase-life in their home.
- Proper Care & Handling can add between 2% and 4% of additional Net Profit to your business operation. So, you must take steps to reduce scrap.

Why Is Care & Handling Important?

- Poor flower quality is the main driver of customer dissatisfaction.
- Research study was commissioned by Smithers-Oasis from Price & Prince Floral Market Research. The survey was developed in 1996 and implemented four times since its inception with historical data from 1996, 2000, 2004 and 2007. The study surveyed more than 5,000 floral buyers across the US over a 10 year period.



Why Is Care & Handling Important?

In the Mind of the Consumer...

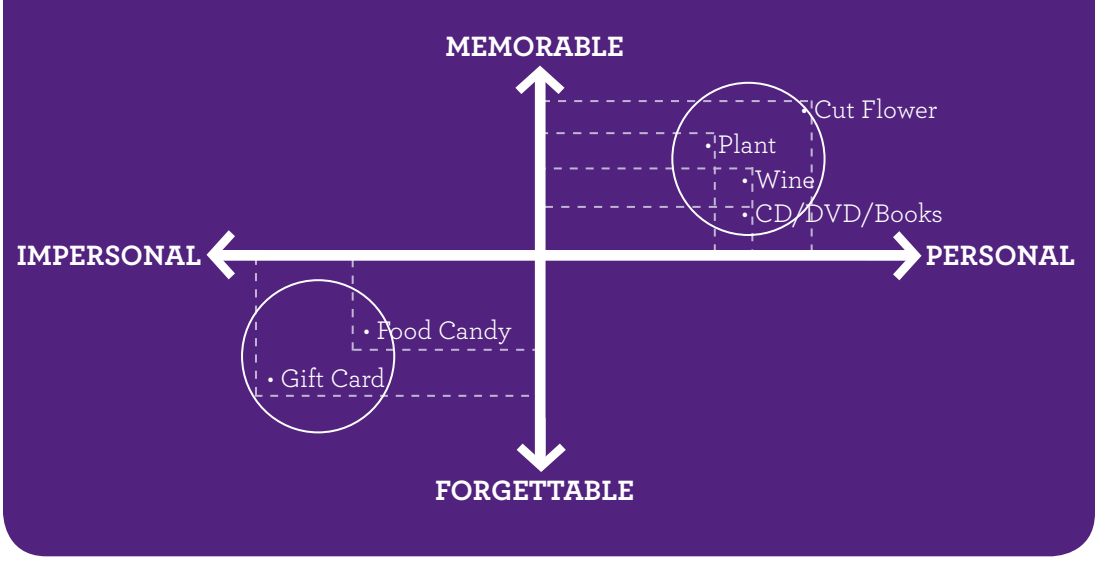
3 factors will make or break your customer relationship:

1. Value
2. Over-Priced
3. Poor Quality

What keeps customers in your shop?

- Sales Assistance/ Courtesy.
- Delivery of Custom Orders.

FLORAL GIFT RECEIVER PERCEPTUAL MAP

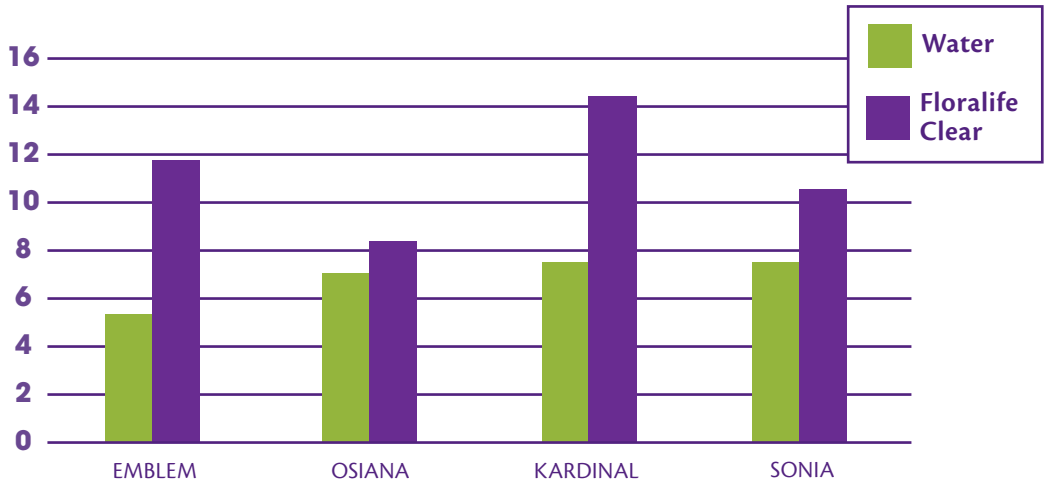


Why Is Care & Handling Important?

Choosing the Right Cultivar

- A *cultivar* is the name of the flower (ex: Cherry Love is the cultivar name for a kind of rose).
- Many post-harvest problems can be solved by choosing the right cultivar.
- When you order, make sure to purchase by cultivar name, not color.

Vase-life study with 4 different rose cultivars (in days)



Inspection

- Inspect your flowers immediately upon arrival.
- Invest in a probe-type thermometer to measure the temperature of the flower heads.
- If you have received damaged or unusable flowers, immediately notify your supplier.
    - Be sure to keep the labels at the end of the box handy, as these labels contain important information pertaining to the farm and airway bill that will likely identify and correct the problem.
- Take notes of which flower varieties work best for you, which varieties have the longest life and which varieties open or do not open. This will allow you to fine tune your fresh floral purchases.

Source: Dr. George Staby

The 3 Pillars of Cut Flower Care: Temperature, Time & Sanitation

1. Temperature:

- Temperature has the most influence on vase-life because it effects the metabolism rate of the flower. Low temperature slows metabolism. High temperatures have a negative effect on the vase-life of flowers.
- Hydrated flowers are healthy flowers. High humidity slows water loss.

Cold chain should not be disrupted.

From the grower's field to the point-of-sale, an efficiently working cold chain is very important to assuring good quality flowers and maximum vase-life. The optimum storage temperature for most flowers is between 33-38˚F.

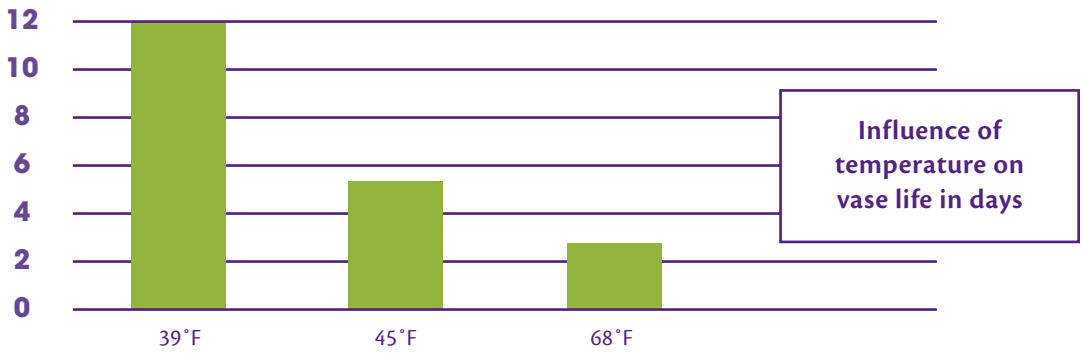
Grower → Transport → Importer → Transport → Wholesaler → Transport → Florist Shop

- Cut flowers respire 3x more at 54˚F than at 34˚F.
- Increased respiration rate leads to shorter vase-life.
- Respiration also creates additional heat.

The 3 Pillars of Cut Flower Care: Temperature, Time & Sanitation

Temperature and Relative Air Humidity During Storage:

- A relative air humidity between 80 - 93% slows down the aging process.
- Cut flowers should always be stored in a cool environment between 33˚ and 38˚F. There is one exception: tropical flowers should be stored between 56˚ and 60˚F.



The 3 Pillars of Cut Flower Care: Temperature, Time & Sanitation

2. Time

- Keep flowers away from the heat as much as possible.
- Reduce the time that flowers spend outside water/solution to as short as possible.
- Develop standardized procedures for your shop so that flower quality is a main focus.

3. Sanitation

- The effectiveness of all post harvest products is dependent on a clean environment.
- Bacteria clogs stems, and clogged stems lead to hydration problems and a bent neck.
- Bacteria produces ethylene.
- Fungi are opportunists.

Be sure to use Fungicide, Bactericide, and Cleaner.

1. Cut flowers were stored in vases for two weeks.

2. Water was discarded.

3. Vase A was not washed. Vase B was washed with water. Vase C was washed with D.C.D.

4. Flowers were added to all three vases with clean water only in the vase.

Photo taken on day 5 of vase-life

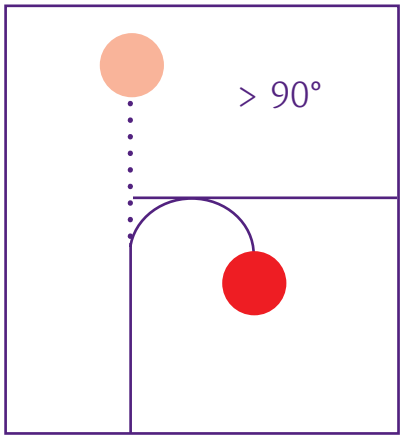
A. Not cleaned **B.** Cleaned with water **C.** Cleaned with DCD

The 3 Pillars of Cut Flower Care

The Effect of Bacteria

Bacteria blocks the Xylem of the flowers and results in the disruption of water uptake, which shortens the vase-life of the arrangement.

- Microscopic small organisms (0.1 to 400 Microns) with high growth rates.
- Growth rate is dependent upon temperature and availability of food.
- Vase water and flower stems offer a good growth environment for bacteria.



As seen above:

- The vase water becomes dirty and smells rotten.
- The end result is vase-life is shortened.

The 3 Pillars of Cut Flower Care

How can you control bacteria growth?

Use a Flower Food Solution

- Keep all buckets and cutters clean.
  - Research has shown that when buckets are left dirty for 4 days, they can reduce rose vase-life by 20%.
- D.C.D. keeps buckets disinfected for several days, and is the only government approved bucket cleaner.
  - Note that bleach looses its disinfecting ability after only a few hours.
- D.C.D. is less expensive than bleach on a per-use basis, and it will not stain clothing.
- Bleach is not your best cleaning agent because it sanitizes but does not clean!
- Bleach's shelf life is very short (1 hour to 4 hours) and has no residual effects. It kills bacteria immediately but does not continue fighting and killing bacteria.
- Remember to clean your cooler at least once every quarter (3 months) with a cleaning detergent.

Cut Flower Processing and Hydration

How should flowers be handled?

- Ensure all containers are cleaned with Floralife® Cleaner.
- Strip only the foliage that will fall below the solution level.
- Cut the stems by 3/4" to 1" with a sharp clean knife.
- Place the flowers in a cold water flower food solution. "Cold" means as cold as your cooler temperature - not tap water.
- Do not place the flowers in direct sunlight and keep them away from drafts.
- Do not place the flowers close to fruits or vegetables.

Which leaves should be removed and why?

Leaves usually contain high loads of bacteria and increase the bacterial growth in the water.

- Only remove leaves under the water level.
- Above the water level, remove only the damaged leaves. Leaves are important for the respiration of the flower and as an energy depot.

Always re-cut the stems.

- A flower always tries to take in water and nutrients.
- When you remove a flower from the water, the flower sucks air and the air bubbles block the Xylem. Bacteria can also block the stems. Both are main reasons for bent neck.
- When cutting stems, always use a sharp and clean knife or scissor, which cuts the stems but does not crush them.

Cut Flower Processing and Hydration

What is hydration?

- Hydration is the movement of water throughout the plant.
  - Xylem: distributes water up through the plant.
  - Phloem: distributes food made in the leaves to all other parts of the plant.
- Transpiration is the evaporation of water from plants due to light, temperature, and humidity.

Hydration Solutions

Hydration solutions acclimate your flowers to take in food and contain stem un-pluggers and acidifiers.

Quick Dip

- Pour solution into container 1 inch deep.
- Cut flowers.
- Dip stem ends in Quick Dip solution for 2 seconds.
- Place flowers in flower food.

Hydraflor 100

- Mix 1/2 oz. into 1 gallon of water.
- Cut flowers.
- Place flowers in Hydraflor 100 solution for 1 hour.
- Remove flowers and place in flower food.

Flower **Food**

Did you know?

- 50% of florists don't use flower food.
- 25% of florists who use flower food, use it incorrectly!
- **Only 25% of florists use flower food correctly!**

Source: Perishables Research Organization

What's in a flower food?

- Sugar: The food source.
- Acidifiers: To lower ph and increase solution uptake.
- Stem-unpluggers: To keep the stem free flowing.

Types of Flower Food

- Storage Solutions
  - Provides hydration
  - *Lower* in Sugar
  - Acidifier to adjust the pH of water
- Vase Solutions
  - Provides hydration
  - *Higher* in sugar
  - Acidifier to adjust the pH of water

Floralife Clear 2X Professional®

Floralife Crystal Clear®

Flower Food

Effects of Flower Food?

- Photosynthesis makes sugar.
- The below flower arrangements suffered from very low photosynthesis due to low light levels and not enough leaves.

Water Flower Food

Correct Dosing is Important!

0% 25% 50% 100%

Flower **Food**

Specialty Flower Foods

- Works on all bulb crops.
- Stops leaf yellowing in alstroemeria and lilies.
- Keeps tulip stems from bending.
- Improves vase-life on all your bulb crops.
- Available in a 10 lb. powder and 10 gram packets.

- Increases vase-life (20%+) more than regular flower food formulas.
- Produces brilliant flower color.
- Solution stays totally clear until gone.
- Can be used on all flowers.

OASIS® Floral Foam Maxlife

Common Myths & Perceptions in the Floral Industry

- Flowers live longer in a vase of water.
- Water in a vase is better than floral foam for flowers.
- All floral foams are the same, so you should buy the cheapest.
- Arranging flowers in floral foam takes more time than a vase arrangement.
- Certain flowers don't last in floral foam.
- Floral foam isn't appropriate for all flower types.

Introducing OASIS® Floral Foam Maxlife

- Improves flower life by up to 50% compared with other design mechanics.
- Surpasses every competitive floral foam on proven flower life in the lab.
- Maximizes flower life for nearly every type of flower (even the problematic).
- Roses last as long or longer than in a vase.
- Prevents stem burn, petal drop, browning and bent-neck.
- Keeps flowers living longer, even when consumers don't add water.
- For the first time, meets or beats flower life in a vase of water.
- Lasts longer even if you forget to water.
- Color stable, eliminating the brown foam.
- Mold spores; no more!

Floral Foam Basics

- Hydrate all flowers before arranging in foam.
- Soak foam in flower food, and never forcibly submerge foam.
- Change soaking solution regularly.
- Remember that foam is a post harvest product like flower foods.

OASIS® Floral Foam Maxlife

Seeing is Believing!

Flower Arrangement on Day 10 using OASIS® Floral Life Maxlife

ADVANTAGE Plus Floral Foam - Day 10

OASIS® Floral Foam Maxlife - Day 10

For only $0.10 more, your arrangements will last 50% longer!

Retails for $49.99 Lasted 6 days
Customer pays almost $8.33 a day!

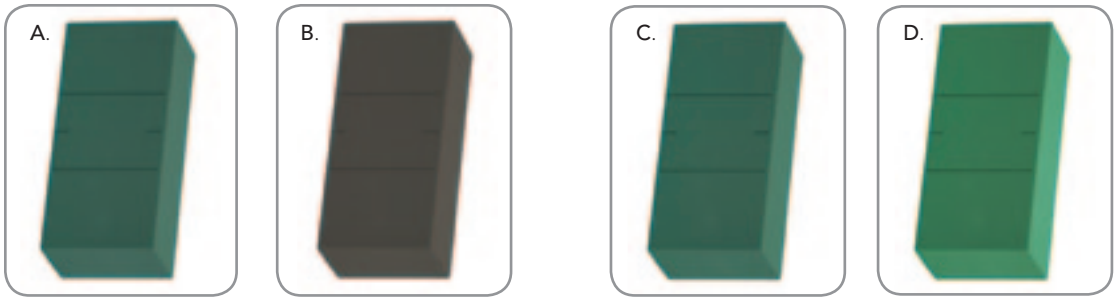
Retails for $49.99 Lasted 10 days
Customer pays just $4.99 a day!

OASIS® Floral Foam Maxlife

No Brown, No Burn, No Bend. NO KIDDING.

- Flowers live longer in OASIS® Floral Foam Maxlife than in any previous floral foam - up to 50% longer.
- OASIS® Floral Foam Maxlife is the first and only floral foam proven to provide as long, or longer, flower life than flowers in a vase of water.
- Prevents premature petal burn, wilting, browning and petal drop.
- Stops premature bent necks in flowers with soft stems.
- Stops leaves from premature yellowing, browning and falling off stems.
- Prevents stem burn.

These bricks were exposed to fluorescent lights for 8 weeks.

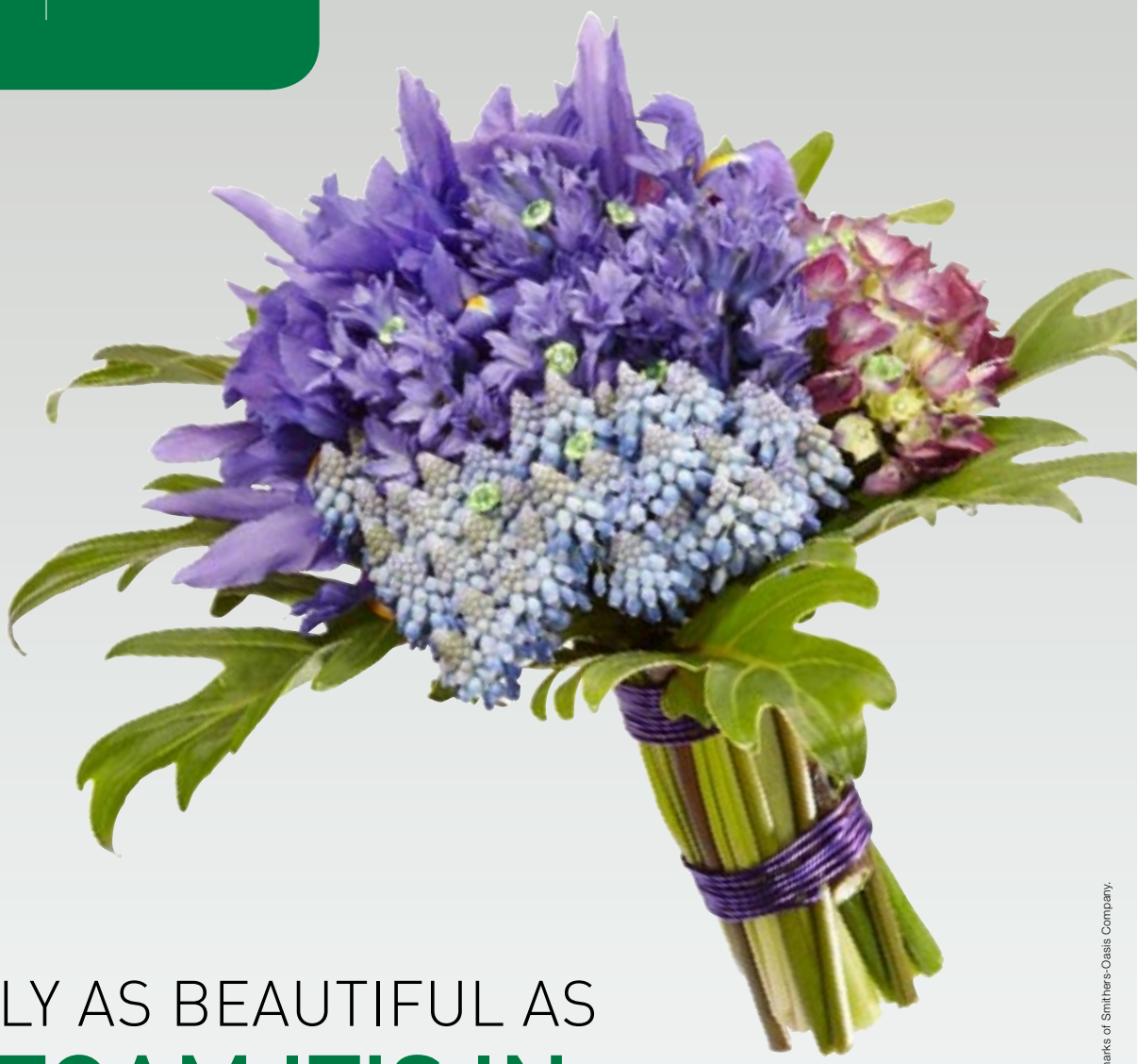


Other Floral Foam

Oasis® Floral Foam Maxlife

Brick B was on top of brick A
Brick D was on top of brick C

OASIS® FLORAL FOAM | maxlife



IT'S ONLY AS BEAUTIFUL AS
THE FOAM IT'S IN.

Bouquets stay fresh for days in OASIS® Floral Foam Maxlife.

A wilted bouquet is the last thing you – or your bride – need on her wedding day. With OASIS® Floral Foam Maxlife, you can rest assured the bouquet will last for days, allowing you to design days ahead and avoid the morning-of rush. And with an OASIS® WEDDING BELLE® Grande Holder, your bride can get the hand-tied look she desires while getting the flower life she needs.

OASIS® WEDDING BELLE®
Bouquet Holder

See more results at www.oasisfloral.com/maxlife/us.

OASIS® brand FLORAL PRODUCTS

SMITHERS - OASIS NORTH AMERICA • U.S.A. 800-321-8286

www.oasisfloral.com

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Tips for **Success**

Educate Your Customers

- Educate your staff and customers on how to take care of their flowers.
- Make them aware of what to expect from individual varieties.
- Provide your customers with at least 10-grams of flower food and explain the importance of properly mixing.
    - 10 grams makes 1-quart of solution.
    - 5 grams makes only 1-pint of solution.
- Sell flowers by variety or cultivar names.

Ethylene & Botrytis

What is ethylene and why do I care?

- Ethylene is the death hormone.
- Ethylene has been reported to contribute to 30% of all post harvest dump in horticulture crops.
- Ethylene damage can come from ethylene produced internally or from external sources.

What does ethylene do?

- Increases respiration
- Growth promotion
- Flower Initiation
- Fruit ripening
- Abscission (petal drop)

Ethylene Sources

Internal

- Plants, fruits and vegetables produce ethylene.

External

- Bacteria
- Burning organic material
- Cigarette smoke
- Exhaust

Ethylene & Botrytis

Major Cut Flowers that are Ethylene Sensitive

- Many cultivars of Roses!
- Alstroemeria
- Carnations
- Delphinium/Larkspur
- Snapdragon
- Lily
- Stock, and many more!

Tools to Prevent Ethylene

1. Air Filters:

Positive: Very Inexpensive

Negative: Not Effective

2. Temperature:

Positive: Slows the effects of internal & external ethylene.

Negative: Only effective while exposed.

3. Ethylene Action Inhibitors - STS/MCP-Ethylbloc

Positive: Inhibits ethylene action

Negative: MCP requires a containment field to be effective.

> S.T.S. requires reclaiming units to remove heavy metals.

Tips to Prevent Botrytis

- Look for free water inside sleeves. Free water promotes botrytis and this would likely indicate a temperature problem.
- Look for lesions where the flowers contact the sleeve.

Do the Business Math!

Arrangement #1

OASIS® Floral Foam flower design in woven basket container with Floralife® flower food

Retail price point: $37.50

Material Cost to the Florist:

- 2 Stems Lilies @ $1.29 per stem = $2.58
- 3 stems Mini-carnations ™ $0.40 per stem = $1.20
- 3 stems Hypericum™ $0.80 per stem = $2.40
- 3 stems leather leaf fern @ $0.72 per stem = $2.16
- 1 woven basket container @ $2.00
- Ribbon (not pictured) @ $0.50
- 1/3 brick OASIS® floral foam™ @ $0.21
- 1 quart/liter Floralife Crystal Clear® flower food solution soaked in foam and in container @ $0.06

Total costs of flowers = $8.34
Total woven basket cost = $2.00
Ribbon = $0.50
Total OASIS® Floral Foam cost = $0.21
Total Floralife® Flower Food cost = $0.06
Grand Total Material Costs = $11.11

Design Materials	Cost	% of Design Arrangement Cost
Flowers	$8.34	75.07%
Basket	$2.00	18.00%
Ribbon	$0.50	4.50%
OASIS® Floral Foam	$0.21	1.89%
Floralife® Flower Food	$0.06	0.54%
Grand Total	**$11.11**	**100%**

The difference in using a quality floral foam is significant for the benefits gained. The money saved by using a foam priced at 20% less, for example, would be only $0.042, or 0.38% of total material costs!

Do the **Business Math!**

Glass Vase Floral Arrangement with Water

Arrangement #2

Fresh flowers designed in glass vase with Floralife® Flower Food

Retail price point: $37.50

Material Cost to the Florist:

- Premade bouquet of mixed flowers @ $7.99 a bunch
- Ribbon @ $0.50
- Glass vase @ $2.50
- 3 pints (1.5 liter) Floralife Crystal Clear® flower food @ $0.09

Grand total cost = $11.08

Design Materials	Cost	% of Design Arrangement Cost
Flowers	$7.99	72.12%
Glass Vase	$2.50	22.56%
Ribbon	$0.50	4.51%
Floralife® Flower Food	$0.09	0.81%
Grand Total	**$11.08**	**100%**

Choosing to not use flower food in an arrangement can reduce flower life by more than half, and only saves you less than 1% of the cost of the materials. Wouldn't your customer enjoy their arrangement for an additional 3-5 days or more? Think of the repeat sales opportunities.

Metric **Conversion Chart**

Symbol	When you Know	Multiply by	To Find	Symbol
		LENGTH		
in	inches	2.5	centimeters	cm
ft	feet	30.0	centimeters	cm
yd	yards	0.9	meters	m
mi	miles	1.6	kilometers	km
		AREA		
in^2	square inches	6.5	square centimeters	cm^2
ft^2	square feet	0.09	square centimeters	cm^2
yd^2	square yards	0.8	square meters	m^2
mi^2	square miles	2.6	square kilometers	km^2
	acres	0.4	hectares	ha
		MASS		
oz	ounces	28	grams	g
lb	pounds	0.45	kilograms	kg
	short tons (2000 lb)	0.9	metric ton	t
		VOLUME		
tsp	teaspoons	5	milliliters	mL
Tbsp	tablespoons	15	milliliters	mL
in^3	cubic inches	16	milliliters	mL
fl oz	fluid ounces	30	milliliters	mL
c	cups	0.24	liters	L
pt	pints	0.47	liters	L
qt	quarts	0.95	liters	L
gal	gallons	3.8	liters	L
ft^3	cubic feet	0.003	cubic meters	m^3
yd^3	cubic yards	0.76	cubic meters	m^3
		TEMPERATURE (exact)		
F	Fahrenheit Degrees	subtract 32, multiply by 5/9	Celsius Degrees	C

Symbol	When you Know	Multiply by	To Find	Symbol
		LENGTH		
mm	millimeters	0.004	inches	in
cm	centimeters	0.4	inches	in
m	meters	3.3	feet	ft
m	meters	1.1	yards	yd
km	kilometers	0.6	miles	mi
		AREA		
cm^2	square centimeters	0.16	square inches	in^2
m^2	square meters	1.2	square yards	yd^2
km^2	square kilometers	0.4	square miles	mi^2
ha	hectares (10,000 m^2)	2.5	acres	
		MASS		
g	grams	0.035	ounces	oz
kg	kilograms	2.2	pounds	lb
t	metric ton (1,000 kg)	1.1	short tons	
		VOLUME		
mL	milliliters	0.03	fluid ounces	fl oz
mL	milliliters	0.06	cubic inches	in^3
L	liters	2.1	pints	pt
L	liters	1.06	quarts	qt
L	liters	0.26	gallons	gal
m3	cubic meters	35.0	cubic feet	ft^3
m3	cubic meters	1.3	cubic yards	yd^3
		TEMPERATURE (exact)		
C	Celsius Degrees	multiply by 5/9 add 32	Fahrenheit Degrees	F

Design **Styles**

Round

Round styles are an all-around and symmetrically balanced, radial composition having a hemispherical form.

Oval

An oval design is a three-sided or all-around, symmetrically balanced composition having a broadly elliptical or egg-shaped form, which may be either vertical or horizontal in expression.

Asymmetrical Triangle

An Asymmetrical triangle design is a three-sided composition having the form of a triangle with inequal sides. They are considered to be less formal than symmetrical triangle designs.

Symmetrical Triangle

A symmetrical triangle is a symmetrically balanced, three-sided floral composition having the form of a triangle. They are generally considered to be more formal.

ASYMMETRICAL TRIANGLE DESIGN

CONE DESIGN

CRESCENT DESIGN

DIAGONAL DESIGN

RECTANGULAR DESIGN

RIGHT TRIANGLE DESIGN

EQUILATERAL TRIANGLE DESIGN

FAN DESIGN

HORIZONTAL DESIGN

INVERTED - T DESIGN

SYMMETRICAL TRIANGLE DESIGN

VERTICAL DESIGN

ISOSCELES TRIANGLE DESIGN

MOUND/ROUND DESIGN

OVAL DESIGN

POINTED-OVAL DESIGN

SCALENE TRIANGLE DESIGN

Design Basics: **Flower & Foliage Identification**

Visit http://www.sierraflowerfinder.com

Wiring & Taping Charts

16 gauge

18 gauge

20 gauge

22 gauge

24 gauge

26 gauge

28 gauge

30 gauge

32 gauge

Cross - Piercing	Wire Gauge #
anthurium	22-24
cattleya orchid	22-24
cymbidium	22-24
dahlia	22-24
football mum	22-24
gardenia	22-24
japhette orchid	22-24
large-headed rose	22-24
lily	22-24
sunflower	22-24

Feathering/ Frenching	Wire Gauge #
standard carnation	26-28

Hairpin Wiring	Wire Gauge #
delphinium floret	26-28
freesia	26-28
hyacinth floret	26-28
lady's slipper cloth	24-26
leatherleaf fern	26-28
lily-of-the-valley	28-30
nerine floret	26-28
phalaenopsis orchid	24-26
ranunculus	24-26
star-of-Bethlehem	26-28
statice	26-28
stephanotis	26
sword fern	26-28
yarrow	26

Taping

Clean, neat and never bulky. Light green preferred but use other colors where they make the most sense.

Wiring

Choose the right size wire to support the finished product
You may want to use colored wire and leave exposed

Mechanics - Taping, Wiring, Gluing

Holding a wire close to its end, insert one end into the stem, just beneath the base of the flower, with the wire perpendicular to the stem.

Push the wire through the stem and out the other side until the wire is centered inside the stem. Bend both ends of the wire downward along the stem.

When additional support is needed, cross-pierce the bloom with a second wire in the same manner.

Insert the wire into the end of the flower stem, and push the wire upward through the bloom's center.

Bend the top of the wire to form a sharp hook about half an inch long.

Pull the wire downward so the hook is pulled into the center of the flower. The tip of the hook should emerge through the base of the flower. Catch the tip of the hook as the stem is taped to prevent the hook from sliding up and becoming visible in the flower center.

Mechanics - Taping, Wiring, Gluing

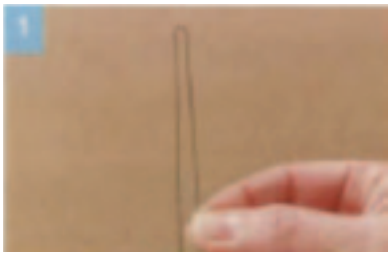
Align the wire parallel with the side of the flower stem.

Slide the end of the wire into the base of the flower until it feels firmly in place. Do not let the wire emerge through the top of the flower. Tape the wire to the stem. Be sure to tape tightly, especially at the stem end.

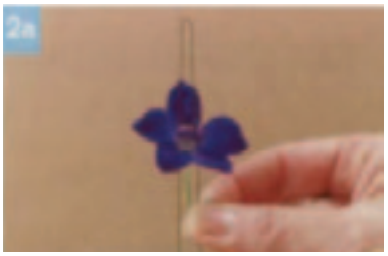
Hold the cluster of flowers together with one hand. Align a wire along the stems, parallel to them, so that the center of the wire is at the base of the blooms.

Wrap the top half of the wire around the stems and the other half of the wire to secure the bundle. Bend the wrapping wire parallel to the stems.

Mechanics - Taping, Wiring, Gluing



Bend a wire to form a hairpin shape.



For flowers, thread both ends of the wire through the top of the blossom, and pull the wire ends down along the stem until the bend in the wire is deep inside the bloom. Wrap one wire around the stem and the other wire.

For foliage, bridge the curved bend of the wire over the midrib of the foliage, and align the two wire ends parallel to the stem. Wrap one wire around the stem and the other wire.

Holding a wire perpendicular to a leaf, insert the tip of the wire through the back side of the leaf on one side of the midrib and back through on the other side of the midrib to form a small stitch. This stitch can be made on high or low on the leaf depending on the amount of control desired.

Bend the ends of the wire parallel to the stem.

Wrap one wire around the stem and the other wire.

Mechanics - Taping, Wiring, Gluing

Cross-pierce the stem beneath the flower with two wires.

Add a piece of moistened cotton to the end of the stem, and bend the wires downward, parallel to the stem. The wires will help cage the cotton into position.

For Cymbidiums only, carefully reflex the top sepal so it arches backward rather than forward. This will open up the flower face and make it showier.

For Cattleyas and Japhettes, tape two 22-gauge wires in a color that blends with the petal color. Shape each wire into a narrow loop, and tape the pair of loops to the flower stem. Position the loops so they support the two largest petals on the orchid, and tape the loops into place.

Mechanics - Taping, Wiring, Gluing

Tape the center of a 26-gauge wire in a color that blends with the flower. Bend the wire into a hairpin shape.

Working from the front side of the bloom, slide the ends of the taped wire into the center of the bloom, being careful to position them so they slide through the natural openings around the throat. The wire should not pierce the flower.

Pull the wire through the middle of the flower until the arched center of the hairpin wire rests at the point where the lip of the orchid meets the protruding column.

From the back of the orchid, insert a 24-gauge wire into the thick central column above the lip of the flower.

Align the three wires parallel with the flower stem. Wrap one end of the hairpin wire around the stem and the other wires.

floriology® INSTITUTE

Our **Mission**

Our mission is to establish the premier, industry accredited educational services for the floral industry, to build a foundation for excellence, support best practices, and enable innovative approaches in floral design and retail business practices that allow florists to reach their full potential and allow their customers to recapture the joy and expression of the language of flowers.

Education is **the foundation** & key to success:

As an industry we must continue to embrace new innovations, to continue to learn about our customer's demands and to provide them with the quality fresh floral gifts that earned their trust and allowed our profession the distinct title of "floral artisans".

As a best-in-class wire service provider, BloomNet feels strongly that it is our responsibility to help educate florists on best practices, reinforce principles and elements of floral design, and stay abreast of the latest trends to allow you to always remain top of mind with your customers.

We believe floral education is the backbone of our industry and is the reason BloomNet is incredibly proud to open the doors to our new education center, the **Floriology® Institute**.

Our new state-of-the-art facility brings together the best talent in floral design and business instructors. We've developed courses and training tools that provide retail Florists the ability to build a solid foundation in floral design, expand your floral and business knowledge with advanced courses, and provide a pathway to continue to extend your education through state and national education certification programs.

What's more, the **Floriology® Institute** is located at our Napco Showroom in Jacksonville, FL to provide you with access to the latest, most affordable on-trend products to help you grow you business. These are incredibly exciting times for BloomNet Florists, other professional florists and our Industry! We couldn't be more thrilled to have the opportunity to help you grow, to prosper, and succeed.

Courses **Electives & Forums**

Floriology® Institute offers a wide range of education courses, electives and forums to support your schedule and budget!

Whether you're a new florist just entering the industry, are looking to reinforce and expand your design skills, or are seeking an education testing pathway for state and national Certification programs, our flexible curriculums will fit your education needs. Florists can choose to attend a full week of courses or select from 2-3 days courses, with add-on options for advanced 1 day hands-on classes, electives, and business forums.

DESIGN COURSES

- Advanced Design & Techniques
- Contemporary Design
- Design Basics
- Intermediate Design
- Personal Flowers/Weddings/Events
- Profitable Design Essentials
- Sympathy

ADVANCED COURSES & ELECTIVES

- Advanced Hand Tied Techniques
- European Design
- Everyday/Holiday
- Garden
- Sympathy
- Tropical Design
- Weddings/Events/Wear & Carry

SALES & MARKETING

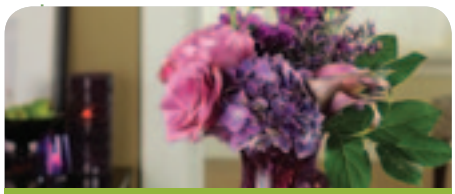
- Local Store Marketing
- Website/SEO
- Social Media
- Selling in the new Economy - Gen X & Y
- Corporate Sales Strategies
- Funeral Directors
- Wedding Vendors

STORE OPERATIONS

- Customer Service
- Merchandising/Visual Display
- Care & Handling

BUSINESS OPERATIONS

- Business Best Practices & Profitability
- Leveraging Point of Sale
- Procurement & Vendor Negotiations



CREATIVE PORTFOLIO SERVICES

Showcase your design creations in your portfolios and online with our onsite photography services.

FLORIOLOGY® INSTITUTE (CONT)

We are located just minutes from the Jacksonville, FL airport. Our staff will assist you with all travel, transportation and event services. Hotel rates start at $75.00, and include continental breakfast, and complimentary transportation to the Floriology® Institute. Take advantage of all the additional benefits participants of the Floriology® Institute receive, including: industry publication discounts, professional photography, portfolio creative services, online tutorials & video how-to's, florist photo voting contests, and Napco showroom discounts.

Education is the key to our success

2012 SCHEDULE OF UPCOMING CLASSES

Date	Course Name	Location
1/21	Fresh Forum®	Jacksonville, FL
1/23-1/25	3-Day Advanced Wedding	Jacksonville, FL
1/26-1/27	2-Day Party & Events	Jacksonville, FL
3/19-3/21	3-Day Contemporary/ High-Style/European Design	Jacksonville, FL
4/18-4/20	3-Day Advanced Sympathy	Jacksonville, FL
6/11-6/15	5-Day Basic Principles & Elements of Design	Jacksonville, FL
7/30-8/1	3-Day Advanced Wedding	Jacksonville, FL
8/2-8/3	2-Day Party & Events	Jacksonville, FL

Napco Showroom

With over 70 years of industry history, we are **your one-stop-shopping** for your floral, garden, gift and seasonal decor needs. Floriology® Institute participants have access to VIP Showroom shopping, new product previews, as well as showroom discounts and shipping incentives for qualified orders.

As well as
BEST-IN-CLASS
Floral industry suppliers
& Fresh floral farms

For more information about the
Floriology® Institute contact us at

Floriology® Institute
7800 Bayberry Road
Jacksonville, Florida 32256
Toll Free - 1-800-BloomNet (1-800-256-6663)
www.mybloomnet.net/floriologyinstitute.html
floriology@bloomnet.net

What is **AIFD, CFD, PFDE?**

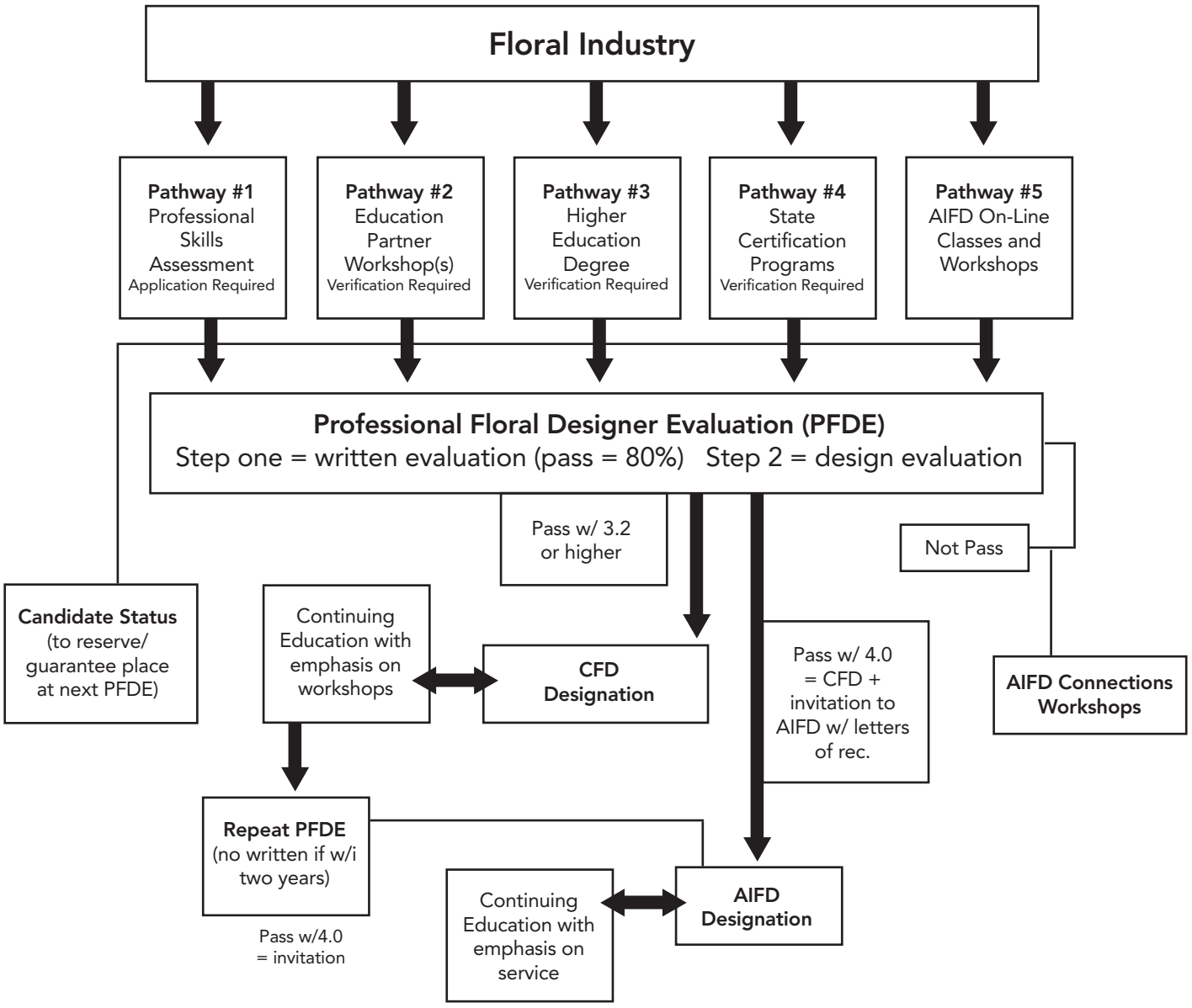
- American Institute of Floral Designers (AIFD) www.aifd.org.
- Certified Floral Designer (CFD)
  - All Accredited Members of AIFD are Certified Floral Designers (CFD).
- Professional Floral Designer Evaluation (PFDE).

How do I become a CFD?

- Complete Education Pathway (See Flow Chart).
- Register and complete a written exam (must be completed 2 months prior to design).
- Attend a PFDE and receive qualifying scores.

Professional **Floral Design Evaluation**

Flow Chart



CARE & **HANDLING** & THE MEANING OF **FLOWERS**

SEASONAL **FLORAL**

Everyday

Alstroemeria
Anthurium
Aster
Bells of Ireland
Bupleurum
Calla Lily
Carnation
Craspedia
Eryngium
Fiddlehead Fern
Freesia
Gardenia
Gerbera
Gloriosa Lily
Hydrangea
Hypericum
Iris
Kermit' Pompom
Liatris
Lily
Limonium
Lisianthus
Lotus Pod
Orchird
Ornithogalum Arabicum
Queen Anne's Lace
Rose
Solidago
Solidaster
Spider Gerbera
Statice
Stephanotis
Stock
Trachelium
Viking Mini Pompom

Spring

Agapanthus
Amaryllis
Anemone
Cherry Blossom
Daffodil
Dogwood
Forsythia
Heather
Hyacinth
Lilac
Lily of the Valley
Muscari
Nerine Lily
Peony
Ranunculus
Sweet Pea
Tuberose
Tulip
Viburnum
Waxflower

Summer

Agapanthus
Amaranthus
Astilbe
Cosmos
Dahlia
Daisy
Delphinium
Garden Rose
Gladiolus
Lady Mantle
Larkspur
Nerine Lily
Scabiosa
Snapdragon
Tuberose
Violet
Zinnia

Fall

Autumn Leaves
Chrysanthemum
Dahlia
Heather
Nerine Lily
Ranunculus
Seasonal Berries
Sunflower
Tuberose

Winter

Amaryllis
Anemone
Evergreen
Heather
Muscari
Nerine Lily
Poinsettia
Ranunculus
Tulip
Waxflower

CARE & **HANDLING**

Alstroemeria

Alstroemeria is extremely ethylene sensitive. Remove any foliage that will go below the water line, as it deteriorates quickly. Then cut stems and place in a vase with room temperature water and floral food.

Category: Basic

Color: Yellow, Orange, White, Pink, Red, Lavender, Purple, Magenta, Peach, Bi Color

Amaryllis

Do not store amaryllis at below 41 degrees as this may discolor blooms. Amaryllis flowers damage very easily in bud or bloom stage. Allow space around the blooms in a bucket or design to prohibit damage.

Category: Novelty

Color: White, Pink, Red, Peach, Orange, Bi Color

Anthurium

An extremely long lasting Tropical flower with a vase life from 15 to 30 days (mini and small grades tend to have a shorter vase life). Must not be exposed to temperatures below 15 degrees celsius or blooms will blacken. Extreme care while unpacking is important to avoid creasing or bruising. High humidity or regular misting is important for optimal storage.

Category: Tropical

Color: White, Purple, Pink, Magenta, Red, Burgundy, Peach, Orange, Green, Bi Color

Assorted Christmas Greens - Noble, Fir, Cedar, White Pine

Christmas greens can be dry stored in their box. Upon delivery open box, mist with water and check for freshness. Christmas greens can also be hydrated and kept in water.

Category: Green

Color: Green

Aster - Matsumoto

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Filler

Color: White, Lavender, Purple, Pink, Magenta, Red, Peach, Yellow

Aster - Monte Casino

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Filler

Color: White, Purple

Baby's Breath - (aka Million Stars®, Gypsophila)

Cut stems and place in a vase with room temperature water and floral food.

Category: Filler **Color:** White, Pink

Bear Grass

Cut stems and place in a vase with room temperature water and floral food.

Category: Green **Color:** Green, Variegated

Bells of Ireland

Bells of Ireland are extremely light sensitive. Store away from bright side lighting as the tops of the stems will bend towards the light. Cut stems and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity.

Category: Novelty **Color:** Green

Bupleurum

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Filler **Color:** Green

Calcynia

Remove all foliage that will sit below water level. Cut the end of the stem and place in a bucket with 2" of room temperature water and floral preservative. Make sure to not pack too tight.

Category: Filler **Color:** White, Pink

Carnation

Remove all foliage that will sit below the water level. Place immediately in a bucket with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity. Carnations are sensitive to ethylene gas.

Category: Basic **Color:** Pink, Yellow, Orange, White, Red, Lavender, Purple, Magenta, Burgundy, Green, Bi Color

Carnation - Miniature

Remove all foliage that will sit below the water level. Place immediately in a bucket with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity. Carnations are sensitive to ethylene gas.

Category: Basic

Color: Pink, Yellow, Orange, White, Red, Lavender, Purple, Magenta, Burgundy, Green, Bi Color

Caspia

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Filler

Color: Purple

Daffodil

When first hydrating Daffodils, place in a separate container from other flowers as they secrete a sap that shortens the life of other flowers. Cut stems and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity.

Category: Basic

Color: White, Yellow, Bi Color

Daisy - Gerbera

Place each flower in plastic gerbera straw. Cut stems and place immediately in a vase with room temperature water and floral food. Remove any damaged or bruised petals before arranging.

Category: Novelty

Color: Pink, White, Red, Orange, Yellow, Magenta, Burgundy, Peach, Bi Color

Delphinium

Delphinium are largely available in larger bloomed , double flowered "Hybrid Elatum" types or smaller bloomed, single flowered "Bella Donna" types. Delphinium should be rehydrated using a commercial hydration solution such as "Quick Dip" or "Rose Pro Hydration". Delphiniums are mildly toxic.

Category: Filler

Color: White, Blue, Purple, Lavender

Dianthus

Cut the end of the stem and place in a bucket with 2-3" of room temperature water and floral preservative.

Category: Novelty

Color: Purple, Magenta

Freesia

Cut stems and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity. Freesia are very ethylene sensitive.

Category: Novelty

Color: Yellow, Lavender, White, Purple, Pink, Magenta, Red, Orange, Bi Color

Gladiola

Many new exciting novelty varieties are available in lavenders, green, fucshia, smokes, and a wide range of 2 tone varieties. Pinching top 5 cm off tips helps glads open. Should be purchased with tight cut with lower blooms starting to show color.

Category: Basic

Color: White, Blue, Lavender, Purple, Pink, Magenta, Red, Burgundy, Peach, Orange, Yellow, Green, Bi Color

Heather

Remove all foliage that will sit below the water level. Cut the end of the stems and place immediately in a bucket with 2 - 3" of room temperature water and floral preservative. Make sure heather isn't packed too tight in the bucket or else mold will occur. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.

Category: Filler

Color: White, Lavender, Pink, Magenta

Holly

Holly can be stored up to 2 weeks in its box. Upon delivery, open box mist with water and check for freshness. Holly can also be hydrated and kept in water.

Category: Green

Color: Green or Variegated

Hydrangea

Hydrangeas are extremely wilt-sensitive. Remove all foliage that will sit below the water level, then cut stems under warm water and place in a vase with room temperature water and floral preservative. If the Hydrangeas should wilt, they aren't dead – just dehydrated. Completely submerge the flowers and stems in warm water for 2 hours and flowers should revive.

Category: Filler

Color: White, Red, Pink, Green, Blue, Lavender, Purple

Hypericum

Remove all foliage that will sit below the water level, then cut stems under warm water. Place immediately in a vase with room temperature water and floral preservative. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.

Category: Novelty

Color: Green, Red, Burgundy, Pink, Peach, Orange, Brown

Iris

Remove lower foliage, then cut stems and place immediately in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity.

Category: Basic **Color:** White, Blue, Lavender, Purple, Yellow

Italian Ruscus

Cut stems and place in a vase with room temperature water and floral food.

Category: Green **Color:** Green

Larkspur

Tightly cut Larkspur opens very well. Larkspur should be rehydrated using a commercial hydration solution such as "Quick Dip".

Category: Basic **Color:** White, Blue, Lavender, Purple, Pink

Liatrus

Should be purchased with blooms showing good color but with no more than 20 % open blooms.

Category: Basic **Color:** Purple, White

Lily - Asiatic

Remove all leaves that will go below the water level. Then cut stems under warm water and place in a vase with room temperature water and floral food. Remove anthers as soon as the lily flower opens to prevent pollen stains.

Category: Novelty **Color:** White, Purple, Pink, Magenta, Red, Burgundy, Peach, Orange, Yellow, Bi Color

Lily - Calla

Cut stems and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity.

Category: Novelty **Color:** White, Lavender, Purple, Pink, Red, Peach, Orange, Yellow, Green, Bi Color

Lily - L.A. Hybrid

Remove all leaves that will sit below the water level. Then cut stems under warm water and place in vase or bucket with room temperature water and floral preservative. Remove anthers as soon as the lily opens to prevent pollen stains. If the pollen has stained petals, use a chenille or dry sponge to gently wipe the stain away.

Category: Novelty

Color: White, Purple, Pink, Magenta, Red, Burgundy, Peach, Orange, Yellow, Bi Color

Lily - Oriental

Remove all leaves that will sit below the water level. Then cut stems under warm water and place in vase or bucket with room temperature water and floral preservative. Remove anthers as soon as the lily opens to prevent pollen stains. If the pollen has stained petals, use a chenille or dry sponge to gently wipe the stain away.

Category: Novelty

Color: White, Purple, Pink, Magenta, Red, Burgundy, Peach, Orange, Yellow, Bi Color

Limonium

Limoniums should be stored in dry, well aired conditions to avoid development of botrytis mold.

Category: Basic

Color: White, Lavender, Purple

Lisianthus

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Novelty

Color: Pink, Purple, Lavender, White, Peach, Yellow, Bi Color

Mum - Cremone

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Basic

Color: White, Lavender, Purple, Red, Yellow, Bronze, Gold

Mum - Football

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Basic

Color: Yellow, Bronze, White

Mum - Fuji

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Basic

Color: White, Purple, Pink, Red, Yellow, Green, Bronze, Bi Color

Mum - Spider

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Basic

Color: White, Purple, Pink, Red, Yellow, Green, Bronze, Bi Color

Muscari

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Novelty

Color: White, Blue

Orchid - Cymbidium

Remove Water Tubes, cut stems and place in bucket with 2-3" of room temperature water and floral preservatives.

Category: Tropical

Color: White, Lavender, Pink, Red, Yellow, Green

Orchid - Dendrobium

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Tropical

Color: White, Lavender, Pink, Magenta, Green, Bi Color

Orchid - James Storey

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Tropical

Color: White, Lavender, Pink, Magenta, Green, Bi Color

Orchid - Mokara

Remove Water Tubes, cut stems and place in bucket with 2-3" of room temperature water and floral preservatives.

Category: Tropical

Color: White, Lavender, Pink, Red, Yellow, Green

Orchid - Phalaeonopsis

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Tropical

Color: White, Lavender, Pink, Magenta, Green, Bi Color

Orchid - Vanda

Remove Water Tubes, cut stems and place in bucket with 2-3" of room temperature water and floral preservatives.

Category: Tropical

Color: White, Lavender, Pink, Red, Yellow, Green

Peony

Remove all foliage that will sit below the water level. Cut the ends of the stems and place immediately in a bucket with 2 - 3" of room temperature water and floral preservative. Make sure the stems aren't packed too tight in the bucket or else mold will occur. Keep away from bright sun and drafts. Re-cut stems and change water every other day to ensure longevity.

Category: Novelty

Color: Pink

Pittosporum

Pittosporum can be stored up to 2 weeks in its box if fresh. Upon delivery open the box and check for freshness, mist with water regularly and keep well covered. Before use in designs remove foliage below the water level. Cut stems and place in room temperature water with floral preservative.

Category: Green

Color: Green, Variegated

Pom - Button

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Basic

Color: White, Lavender, Purple, Pink, Red, Orange, Yellow, Green, Bronze, Gold, Bi Color

Pom - Cushion

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Basic

Color: White, Yellow, Green, Bronze, Red, Lavender, Purple, Pink, Orange, Green, Gold, Bi Color

Pom - Daisy

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Basic

Color: White, Lavender, Purple, Pink, Red, Orange, Yellow, Bronze, Gold, Bi Color

Pom - Viking

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Basic

Color: White, Lavender, Purple, Pink, Red, Orange, Yellow, Bronze, Bi Color

Queen Anne's Lace

Remove all foliage that will sit below the water level, then cut stems and place in a vase with room temperature water and floral preservative. Re-cut stems and change water every other day to ensure longevity.

Category: Filler

Color: White

Ranunculus

Cut stems and place in a vase 1/3 filled with room temperature water and floral preservative. Due to small amount of water in vase, check daily. Re-cut stems and change water every other day to ensure longevity. When designing, Ranunculus stems and blossoms bruise easily – be gentle to ensure longevity.

Category: Basic

Color: White, Pink, Magenta, Purple, Red, Burgundy, Peach, Orange, Yellow

Rose

Remove all foliage that will go below the water level. Then cut stems under warm water, place immediately in the vase with room temperature water and floral food. Keep away from bright sun and drafts to ensure longevity. Remove any damaged or bruised petals before arranging.

Category: Rose

Color: Peach, Red, Bronze, Orange, Yellow, Pink, Hot Pink, Bicolor, Cream, White, Green, Burgundy, Lavender, Purple

Rose - Spray

Remove all foliage that will go below the water level. Then cut stems under warm water, place immediately in the vase with room temperature water and floral food. Keep away from bright sun and drafts to ensure longevity. Remove any damaged or bruised petals before arranging.

Category: Rose

Color: Pink, Hot Pink, Red, White, Lavender, Purple, Burgundy, Peach, Orange, Yellow, Bi Color

Salal

Cut stems and place in a vase with room temperature water and floral food.

Category: Core

Color: Green

Seeded Eucalyptus

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Green

Color: Green

Snapdragon

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Line

Color: White, Lavender, Purple, Pink, Magenta, Red, Peach, Orange, Yellow, Bi Color

Solidago

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Filler

Color: Yellow

Star of Bethlehem

Cut stems and place in a vase with room temperature water and floral food. To prevent the flowers bending towards a light source, the flowers should be stored upright in their container.

Category: Line

Color: White, Orange, Yellow

Statice

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Filler

Color: White, Purple, Blue, Lavender, Pink, Magenta, Peach, Yellow

Stock

Remove all foliage that will go below the water level. Cut stems on an angle with a sharp knife, under water. Do not smash stems. Place in a vase with room temperature and floral food.

Category: Line

Color: White, Peach, Purple, Lavender, Yellow, Pink, Magenta

Sunflower

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Novelty

Color: Yellow, Brown, Bi Color

Ti Leaf

Cut stems and place in a vase with room temperature water and floral food.

Category: Green

Color: Red, Green, Variegated, Purple, Pink, Magenta, Burgundy

Tulip

Leave plastic or paper sleeves on tulips when hydrating for the first time, as this will promote straighter stems. Cut the ends of the stems and place in 3" of room temperature water for 2 hours. To arrange, remove the plastic or paper sleeves and the foliage that will sit below water level and style as normal.

Category: Novelty

Color: White, Lavender, Purple, Pink, Magenta, Red, Peach, Orange, Yellow, Green, Bi Color

Waxflower

Remove all foliage that will go below the water level, then cut stems and place in a vase with room temperature water and floral food.

Category: Filler

Color: Purple, Pink, Lavender, White

THE MEANING **OF FLOWERS**

Flower **Meanings**

Flower Meanings can be of any nature, from "Everlasting Love" to "Friendship" to "Concealed or Innocent Love". You can express a range of emotions through flowers, and flowers are a meaningful gift for any occasion. When words alone are unable to convey the feelings of thoughtfulness and love, flowers can easily pass the message and express feelings on the sender's behalf.

Generally, it is believed that the practice of assigning meanings to flowers began in Turkey during the seventeenth century. During that time, lovers began using floral exchanges to convey particular messages. In the Victorian era, this gave rise to the popularity of a flower language and the corresponding meanings assigned to different flowers. In England, dozens of dictionaries of "florography" were published and suitors carefully studied these guidebooks to select appropriate bouquets for their sweethearts.

There has been a common belief that different flowers are attributed to certain feelings and expressions. However, it's very tough to assemble a definitive list of flower meanings because each flower has many different connotations depending on the reference. Also, different cultures ascribe different qualities to various blooms and you may get a different answer depending on which geographical location the person hails from. There can be specific flower meanings that are associated with flower types or colors. When giving the gift of flowers, people tend to personalize the experience by offering the types and/or colors that carry a significant meaning to the person or occasion.

Content and material from www.FlowerMeaning.org

THE MEANING OF FLOWERS (CONT)

Alstroemeria

This hardy flower got its name from its discoverer, Baron Klas Van Alstroemer, who found its seeds in 1753. Alstroemeria is generally linked to the symbol of friendship. Send bouquets containing Alstroemeria to show the strength of your bond with another.

Amaryllis

The Amaryllis bulb is famous for its capability to produce flowers for up to 75 years. Amaryllis flowers represent radiant beauty. Send arrangements full of beautiful Amaryllis for someone who is beautiful from inside and out.

Anemone

This colorful flower belongs to the family of buttercup. The Anemone is said to have sprung from the blood of the Roman god Adonis. These flowers generally represent anticipation. Help soothe someone's nerves with this tranquil, lovely flower.

Anthurium

This flower is native to Hawaii. These exotic flowers are the most popular and long-lasting of all available tropical flowers. Anthurium is the symbol for hospitality. Whenever you are a guest in someone's home, make sure to present some Anthuriums to your host.

Aster

In ancient times, it was believed that if Aster leaves were burned, the perfume would drive away evil serpents. In the present century, Asters are used to symbolize the element of patience. Running behind on a client's project? Send some Asters to show that you appreciate them bearing with you.

Bird of Paradise

This strange and wonderful flower is native to South Africa and represents the feeling of joyfulness. The Bird of Paradise is an excellent flower choice to send for any celebratory occasion.

Bouvardia

These flowers got their name from Charles Bouvard, a Parisian doctor. Bouvardia is native to Mexico and was introduced in the UK in 1854. Bouvardia represents the sense of enthusiasm. Reward a hard-working employee with a bouquet made with Bouvardia.

Content and material from www.FlowerMeaning.org

THE MEANING OF FLOWERS (CONT)

Carnation

Carnations are native to the East and have been cultivated for the last 2,000 years. These hardy, fragrant flowers represent the feeling of pride and beauty. Send a bouquet of Carnations to let someone know you are proud of them.

Chrysanthemum

These flowers have originated in Chinese gardens for over 2,000 years. Today, the Chrysanthemum is acknowledged as a symbol representing the sun. Chrysanthemums represent the essence of fidelity. Make sure to send them to your spouse in honor of your wedding anniversary.

Daffodil

Generally, it is believed that when daffodils rise from the ground, it is a sign that winter is coming to an end and warmer weather is soon approaching. Daffodils represent the essence of chivalry. Present a bouquet of Daffodils to the handsome man at work who always holds the elevator for you.

Delphinium

Delphinium got its meaning from the Greek word meaning Dolphin. Delphinium symbolizes the essence and feeling of heavenly qualities. Send this variety to your mother for her saintliness in having put up with you during your more trying periods.

Freesia

This wonderful flower is named after the German physician Friedrich Heinrich Theodor Freese. Freesia represents the essence of innocence and makes the perfect gift for the proud parents of a newborn baby.

Gladiolus

This amazing flower got its meaning from the Latin word that means sword. Gladiolus represents Roman gladiators and symbolizes strength of character. Send a bouquet of Gladiolus as a token of respect to a person whose character you admire.

Heather

Throughout history this flower has been widely used as roofing material, bedding, a form of fuel, as a dye, and in basket and rope making. In a more esthetic realm, Heather represents the element of admiration. Present a bouquet of this amazing flower to someone whose friendship you value most in life.

Content and material from www.FlowerMeaning.org

THE MEANING OF FLOWERS (CONT)

Hyacinth

According to the Greek culture, this wonderful flower was named after a boy, Hyacinth, who was killed after being hit in the head with a discus. A flower sprouted from the wound as the god Apollo held the boy. Hyacinths are native to the land of Turkey and represent constancy. Make sure to present a bouquet of Hyacinths to someone special to express the constancy of your love.

Hydrangea

This flower is native to Japan and was first introduced to the UK in the year 1788. Hydrangeas represent feeling that is initiated by anything that is sincerely heartfelt. Send these flowers to thank someone for a special kindness or to offer an apology.

Iris

Irises are different from other flowers in the fact that they open during the spring time and can remain open for several days. Traditionally, this graceful flower has been chosen to convey the essence of "my compliments". Compliment someone today by sending them a bouquet of irises.

Larkspur

Larkspur belongs to the family of the buttercup and symbolizes levity. Send a bouquet of Larkspur to help someone see the humor in a situation.

Lilac

Lilacs claim their origin from Southeastern Europe and were introduced into the U.S. in the 1700's. They represent the element of youthful innocence. Send a bouquet of Lilacs to celebrate a recent graduate.

Lily (Oriental)

The majestic white lily symbolizes the elements of chastity and virtue. Tiger Lilies represent wealth and pride. Make sure to send a floral bouquet of Tiger Lilies to wish someone happiness and prosperity in all shades of life.

Lisianthus

This amazing flower has its origin in Texas and Mexico and symbolizes the essence of an outgoing nature. Brighten your company events with Lisianthus arrangements.

Content and material from www.FlowerMeaning.org

THE MEANING OF FLOWERS (CONT)

Orchid

This exotic and amazing flower is meant to leave a long lasting impression. Make sure to send an exotic Orchid flower bouquet to someone who has captured your eye.

Peony

This flower originates from the lands known as modern day China. Peonies were used widely in all phases of history as a medicine and source of impressive decoration. Today, this lush, lovely flower is chosen to say "I love you," for the person who feels too shy to utter the words.

Protea (King)

Protea belongs to the oldest families of flowers on earth, dating back 300 million years. This flower has its early roots of origin in both Australia and South Africa. Protea symbolizes the element of courage. Show your mettle by sending an arrangement of Protea.

Queen Anne's Lace

This delicate flower got its name from Queen Anne, the wife of King James I. Her friends challenged her to create lace as beautiful as the flower, which she ultimately did. Queen Anne's Lace represents sanctuary. Decorate your house with bouquets of Queen Anne's Lace to make a memorable feeling.

Ranunculus

This stunning flower originates in Asia and was celebrated for its medicinal properties and beauty. Present your prom date with a bouquet of Ranunculus to tell her she looks radiant.

Rose

Roses represent the never ending feeling of love and passion. Aphrodite, the Greek goddess of love, presented a rose to Eros, the god of love. Roses can convey various sentiments according to the number and color of Roses included in a bouquet. This flower rules the world of beautiful flowers with diversified and effective usage in many different situations of life.

Content and material from www.FlowerMeaning.org

Snapdragon

The origin and region of Snapdragons is unknown. Children throughout history have been known to squeeze the sides of the flower to make it appear to talk. Send a floral gift of Snapdragons to the object of your desire.

Statice

This wonderful flower creates the feeling of remembrance. Statice is generally used in dried flower arrangements and is also considered an herb and called "sea lavender." To show someone you miss them, never forget to include Statice in your flower bouquet.

Stock

Stock has a hint of fragrance and is used as an element of fragrance generation. Make sure to give a bouquet which includes stock to your loved one to tell her "You will always be beautiful to me".

Sunflower

Sunflowers symbolize longevity in China. These cheerful flowers, which always face the sun, initiate the feeling of pure thoughts. Present them as a token of your pure love.

Sweet Pea

This amazing flower originated in Italy and is known for its sweet fragrance. Sweet Pea is a lovely complement to any bouquet and many include this flower for its amazing diversified properties.

Tulip

This amazing flower originated in Persia and at one time was as expensive as purchasing a house due to their rarity. Express your love lavishly with tulips.

Content and material from www.FlowerMeaning.org

FLORIST REFERENCE **MATERIAL**

Dates of **Major Holidays**

	2013	2014	2015
January Holidays			
New Year's Day	Tue, Jan 1	Wed, Jan 1	Thu, Jan 1
Martin Luther King Jr. Day	Mon, Jan 21	Mon, Jan 20	Mon, Jan 19
February Holidays			
Groundhog Day	Sat, Feb 2	Sun, Feb 2	Mon, Feb 2
Chinese New Year	Sun, Feb 10	Fri, Jan 31	Thu, Feb 19
Lincoln's Birthday	Tue, Feb 12	Wed, Feb 12	Thu, Feb 12
Valentine's Day	Thu, Feb 14	Fri, Feb 14	Sat, Feb 14
President's Day	Mon, Feb 18	Mon, Feb 17	Mon, Feb 16
Washington's Birthday	Fri, Feb 22	Sat, Feb 22	Sun, Feb 22
Ash Wednesday	Wed, Feb 13	Wed, Mar 5	Wed, Feb18
March Holidays			
Daylight Saving Time Begins	Sun, Mar 10	Sun, Mar 9	Sun, Mar 8
St. Patrick's Day	Sun, Mar 17	Mon, Mar 17	Tue, Mar 17
Spring Equinox	Wed, Mar 20	Thu, Mar 20	Fri, Mar 20
Palm Sunday	Sun, Mar 24	See April	Sun, Mar 29
Passover	Tue, Mar 26	See April	See April
Good Friday	Fri, Mar 29	See April	See April
Easter	Sun, Mar 31	See April	See April
April Holidays			
April Fools Day	Mon, Apr 1	Tue, Apr 1	Wed, Apr 1
Palm Sunday	See March	Sun, Apr 13	See March
Passover	See March	Mon, Apr 14	Fri, Apr 3
Good Friday	See March	Fri, Apr 18	Fri, Apr 3
Easter Sunday	See March	Sun, Apr 20	Sun, Apr 5
Earth Day	Mon, Apr 22	Tue, Apr 22	Wed, Apr 22
Administrative Professionals Day	Wed, Apr 24	Wed, Apr 23	Wed, Apr 22
May Holidays			
Cinco de Mayo	Sun, May 5	Mon, May 5	Tue, May 5
National Teacher Day	Tue, May 7	Tue, May 6	Tue, May 5
Mother's Day	Sun, May 12	Sun, May 11	Sun, May 10
Armed Forces Day	Sat, May 18	Sat, May 17	Sat, May 16
Memorial Day (Observed)	Mon, May 27	Mon, May 26	Mon, May 25
June Holidays			
Flag Day	Fri, Jun 14	Sat, Jun 14	Sun, Jun 14
Father's Day	Sun, Jun 16	Sun, Jun 15	Sun, Jun 21
First Day of Summer	Fri, Jun 21	Sat, Jun 21	Sun, Jun 21

Dates of **Major Holidays**

	2013	2014	2015
July Holidays			
Independence Day	Thu, Jul 4	Fri, Jul 4	Sat, Jul 4
Parent's Day	Sun, Jul 28	Sun, Jul 27	Sun, Jul 26
August Holidays			
Friendship Day	Sun, Aug 4	Sun, Aug 3	Sun, Aug 2
September Holidays			
Labor Day	Mon, Sept 2	Mon, Sept 1	Mon, Sept 7
Patriot Day	Sat, Sept 11	Thu, Sept 11	Fri, Sept 11
Grandparent's Day	Sun, Sept 12	Sun, Sept 7	Sun, Sept 13
Rosh Hashanah	Thu, Sept 5	Wed, Sept 24	Sun, Sept 13
First Day of Autumn	Sun, Sept 22	Tue, Sept 23	Wed, Sept 23
Yom Kippur	Sat, Sept 14	Fri, Oct 3	Tue, Sept 22
October Holidays			
Columbus Day (Observed)	Mon, Oct 11	Mon, Oct 13	Mon, Oct 12
Thanksgiving Day (Canada)	Mon, Oct 14	Mon, Oct 13	Mon, Oct 12
Columbus Day	Sat, Oct 12	Sun, Oct 12	Mon, Oct 12
National Boss Day	Wed, Oct 16	Thu, Oct 16	Fri, Oct 16
Halloween	Thu, Oct 31	Fri, Oct 31	Sat, Oct 31
November Holidays			
Daylight Saving Time	Sun, Nov 3	Sun, Nov 2	Sun, Nov 1
Election Day	Tue, Nov 5	Tue, Nov 4	Tue, Nov 3
Veterans Day (USA)	Mon, Nov 11	Tue, Nov 11	Wed, Nov 11
Thanksgiving Day	Thu, Nov 28	Thu, Nov 27	Thu, Nov 26
December Holidays			
Hanukkah	Thu, Nov 28	Tue, Dec 16	Sun, Dec 6
First Day of Winter	Sat, Dec 21	Sun, Dec 21	Tue, Dec 22
Christmas Day	Wed, Dec 25	Thu, Dec 25	Fri, Dec 25
Kwanzaa Begins	Thu, Dec 26	Fri, Dec 26	Sat, Dec 26
New Year's Eve	Tue, Dec 31	Wed, Dec 31	Thu, Dec 31

State **Flowers**

State	Flower	Species
Alabama	Camellia	*Camellia*
Alaska	Forget Me Not	*Myosotis alpestris*
Arizona	Saguaro Cactus Blossom	*Carnegiea gigantea*
Arkansas	Apple Blossom	*Pyrus coronaria*
California	California Poppy	*Eschscholtzia californica*
Colorado	Rocky Mountain Columbine	*Aquilegia caerules*
Connecticut	Mountain laurel	*Kalmia latifolia*
Delaware	Peach Blossom	*Prunus persica*
Florida	Orange Blossom	*Citrus sinensis*
Georgia	Cherokee Rose	*Rosa laevigata*
Hawaii	Pua Aloalo	*Hibiscus brackenridgei*
Idaho	Syringa - Mock Orange	*Philadelphus lewisii*
Illinois	Purple Violet	*Viola*
Indiana	Peony	*Peony*
Iowa	Wild Prairie Rose	*Rosa pratincola*
Kansas	Sunflower	*Helianthus annuus*
Kentucky	Goldenrod	*Solidago altissima*
Louisiana	Magnolia	*Magnolia*
Maine	White pine cone and tassel	*Pinus strobus, linnaeus*
Maryland	Black-eyed susan	*Rudbeckia hirta*
Mass	Trailing-Arbutus	*Epigaea regens*
Michigan	Apple Blossom	*Pyrus coronaria*
Minnesota	Pink and white lady's-slipper	*Cypripedium reginae*
Mississippi	Magnolia	*Magnolia grandiflora*
Missouri	Hawthorn	*Crataegus*
Montana	Bitterroot	*Lewisia rediviva*
Nebraska	Goldenrod	*Soldiago gigantea*
Nevada	Sagebrush	*Artemisia tridentata*
New Hampshire	Purple lilac	*Syringa vulgaris*
New Jersey	Violet	*Viola sororia*
New Mexico	Yucca flower	*Yucca glauca*
New York	Rose	*Rosa*
North Carolina	American Dogwood	*Cornus Florida*
North Dakota	Wild Prairie Rose	*Rosa arkansana*
Ohio	Scarlet Carnation	*Dianthus caryophyllus*
Oklahoma	Mistletoe	*Phoradendron serotinum*
Oregon	Oregon Grape	*Berberis aquifolium*
Pennsylvania	Mountain Laurel	*Kalmia latiflolia*
Rhode Island	Violet	*Viola*
South Carolina	Yellow Jessamine	*Gelsemium sempervirens*
South Dakota	Pasque Flower	*Pulsatilla hirsutissima*
Tennessee	Iris	*Iridaceae*
Texas	Bluebonnet	*Lupinus*
Utah	Sego lily	*Calochortus gunnisonii*
Vermont	Red Clover	*Trifolium pratense*
Virginia	American Dogwood	*Cornus florida*
Washington	Coast Rhododendron	*Rhododendron macrophyllum*
West Virginia	Rhododendron	*Rhododendron maximum*
Wisconsin	Wood Violet	*Viola papilionacea*
Wyoming	Indian Paintbrush	*Castilleja linariaefolia*

Birthstones & **Birth Flowers**

Month	Birthstone	Meaning	Birth Flower
January	Garnet	Constancy	Carnation
February	Amethyst	Sincerity	Violet
March	Aquamarine	Courage	Daffodil
April	Diamond	Innocence & purity	Dahlia & Sweet Pea
May	Emerald	Love and success	Lily of the Valley & Sunflower
June	Pearl	Health and prosperity	Honeysuckle & Rose
July	Ruby	Love and contentment	Larkspur
August	Peridot	Family happiness	Lily and Gladiolus
September	Sapphire	Love and clear thinking	Forget Me Not & Aster
October	Opal	Hope	Calendula, Rose, Camellia
November	Topaz	Friendship and fidelity	Chrysanthemum
December	Turquoise	Prosperity and contentment	Holly, Narcissus

Wedding **Anniversaries**

Year	Traditional	Modern
1	Paper	Clocks
2	Cotton	China
3	Leather	Crystal, Glass
4	Linen (silk)	Appliances
5	Wood	Silverware
6	Iron	Wood Objects
7	Wool	Desk Sets
8	Bronze	Linens, Lace
9	Pottery	Leather Goods
10	Tin, Aluminum	Diamonds
11	Steel	Fashion Jewelry
12	Silk	Pearls, Colored Gems
13	Lace	Textiles, Furs
14	Ivory	Gold Jewelry
15	Crystal	Watches
16	Silver	Holloware
17		Furniture
18		Porcelain
19		Bronze
20	China	Platinum
21		Brass, Nickel
22		Copper
23		Silver Plate
24		Musical Instruments
25	Silver	Sterling Silver
26		Original Pictures
27		Sculpture
28		Orchids
29		New Furniture
30	Pearl	Diamonds
31		Timepieces
32		Conveyance
33		Amethyst
34		Opal
35	Coral(Jade)	Jade
36		Bone China
37		Alabaster
38		Beryl, Tourmaline
39		Lace
40	Ruby	Ruby
41		Land
42		Improved Real Estate
43		Travel
44		Groceries
45	Sapphire	Sapphire
46		Tribute
47		Books
48		Optical Goods
49		Luxuries (any kind)
50	Gold	Gold

Global **Wedding Traditions**

- In Thailand, the mothers of the bride and groom walk to the altar to drape *puang malai* (flower garlands) around the couple's shoulders to wish them good fortune in their life together.
- Hawaiian couples exchange leis and seal their union by rubbing noses.
- Swedish and Danish grooms sew small pockets of strong smelling herbs like garlic, chives, and rosemary into their clothes for good luck.
- The Indian groom's brother sprinkles flower petals over the couple at the end of the ceremony to protect them from evil.
- Ancient Greek brides often carried ivy at their weddings as a symbol of their never-ending love for their partner.
- Ancient Roman brides carried bunches of herbs to symbolize fidelity and fertility and to scare off evil spirits.
- The Victorians, who were fascinated by the meanings of different blooms, popularized the wedding rose, which represents true love.
- Also in Victorian ages, the bride tossed her bouquet to a friend as she left the festivities to keep that friend safe (by warding off evil spirits, of course) and to offer her luck; this came to mean that the single woman who caught the bouquet would marry next.
- In a Greek Orthodox wedding, crowns of orange blossoms were traditionally made for the bride and groom and even matched the delicate embroidery on the bride's dress. The blossoms symbolize virginity and purity because they are white and fragile, and they emit a sweet, delicate scent.
- Brides in Spain carry orange blossoms to represent happiness and fulfillment.
- In Tudor England, brides carried marigolds dipped in rosewater and ate them afterward, since they were thought to be aphrodisiacs.
- According to Italian tradition, the front grill of the Italian getaway car is decorated with flowers, paving the road to a happy marriage.
- Polish brides usually wear a lush wreath of fresh flowers and rosemary in their hair.
- In the Middle East, the bitter herb artemisia is incorporated into bridal bouquets to ensure that marriages will survive bitterness as well as sweetness.
- According to Indian tradition, both the bride and the groom sport a floral headpiece.

Credit and material from www.theknot.com

CLOSING **STATEMENT**

CLOSING **STATEMENT**

We are Honored to have served on the Florist Quality Care Board...

and taken part in developing the first "by Florists, for Florists" program that recognizes BloomNet Florists across the country for their commitment to quality in our industry. The **Florist Quality Care Program** establishes common sense guidelines for ensuring quality products and encourages cooperation among BloomNet Florists to ensure exceptional customer service. The Program handbook contains important resources, references and continuing education materials that will be of valuable use to all BloomNet Florists and their staff. We look forward to recognizing our fellow BloomNet Florists for their outstanding commitment to best-in-class quality.

Tom Addalia

Maris Angolia

Barb Faris

Mark Nading

Thia Smith

NOTES